


Howards

LAW LIBRARY
PARAMOUNT PICTURES CORPORATION
1501 BROADWAY



Digitized by the Internet Archive
in 2017 with funding from
Media History Digital Library

<https://archive.org/details/paramountaroundw01unse>

Christmas Number

Through this door to the Foreign Legion's Great World

Ask any Legionnaire the meaning of this emblem



THE OFFICE OF FOREIGN LEGION PLEDGE OF PARAMOUNT

DECEMBER 1 1927

Mr. ZUKOR'S DESK
Ship to.....?

Mr. LASKY'S DESK
Ship to.....?

Mr. KENT'S DESK
Ship to.....?

Mr. SHAUER'S DESK
Ship to.....?



The problem of being a Santa Claus



THE FOREIGN LEGION PLEDGE



THE FOREIGN LEGION PLEDGE of Paramount is published in the interests of Paramount Legionnaires the World over. It is accepted that they know the contents to be Strictly Confidential.

ADJUTANT: J. H. Seidelman. EDITOR: O. R. Geyer. EDITOR (Pro. Tem.): Albert Deane. ASSOCIATE EDITORS: R. M. "Dick" Blumenthal, George Weltner. FOREIGN LANGUAGE EDITORS: J. Ventura Sureda, Arthur Coelho, José Cunha, N. Vandensteen, Miss Gertrud Wiethake.

Vol. III. December 1, 1927 No. 1.

NEW YEAR AND NEW PLANS



More graphically than ever words could hope to do, this picture tells the story of what the end of December will bring us.

We all have our plans and our hopes for 1928, and with them we have the firm and unshakable conviction that we are going to make them all come true. It is no idle conviction, either, for it has been built upon those months and years of experience and effort which have slipped into the pleasant portals of memory.

The picture, with its superb symbolism of youth being more attractive than old age, and bright clouds more welcome than dark, is commended to the earnest study of every Legionnaire.

Characters posed by Emil Jannings and Sally Blane.

SINCERE THANKS TO O.V.T.

The very inspiring array of Division One news and contributions in this issue (as well as the extra material from Great Britain which we are compelled to hold over until next issue), could not have been possible without the splendid co-operation of Ollie V. Traggardh, assistant to Managing Director John C. Graham. It was Ollie who sleuthed after the British Legionnaires and gained from them in writing the splendid advance stories of the Paramount greatness that will embellish the year of 1928. The excellence of the Division One news section is its own tribute to Mr. Traggardh's news-gathering achievement.

MANY-TONGUED ISSUE

Ever anxious to indicate the true internationalism of the contents of The Foreign Legion Pledge, we take pleasure in pointing out that the following languages are incorporated in the compilation of this issue:

ENGLISH,
FRENCH,
GERMAN,
PORTUGUESE,
CZECH,

SPANISH,
RUSSIAN,
DUTCH,
ITALIAN,
JEWISH.

A Message to Paramount Legionnaires

addressed to you from

PARIS

On the broad highway of the Atlantic, traveling across to this fair land of France, we passed a tiny sailing vessel of about a hundred tons, battling against a head wind. It is doubtful whether the little windjammer was making more than two knots an hour, and then those two were on a zig-zag course. Yet we, with our forty-seven thousand tons of steel, were cleaving through that same head wind at a speed of at least ten times that of the sailing ship.

The happening was more than a shipboard incident; it was significant—symbolic of the giant progress of our organization—prophetic, almost, of the very mission which was hurrying us to Paris. For more potently than words could ever tell, this very incident pictured the giant strides that the motion picture has made, from the flickering little "windjammer" nickelodeon of a score of years ago to the towering and palatial "Aquitania" photoplay palace of today. And the incident was prophetic because the very mission which was taking us to Paris was that of being present at the opening of the Paramount-Vaudeville Theatre, Europe's finest house of motion picture entertainment.

Today I have seen this theatre which is to open within a few days from now. I have glimpsed its beauties through a maze of hurrying carpenters and plasterers; and in thus seeing it in its uncompleted state I have been privileged to see go into its building the great love, the great toil, and the sterling work of Legionnaires who have carried the Paramount Trade Mark around the world.

No great and lasting building is ever wrought from money and stone and electric wires; for the money may be the flesh, the stones may be the bones and the wires may be the nerves—but there has to be a spirit go into it to make it real. And the spirit of the Paramount Legionnaires has gone into this Paramount-Vaudeville Theatre here in Paris, even as it went into the Paramount Building and Theatre at the Crossroads of the World, and into every other great Paramount achievement around the globe. I knew this positively as I stood in the centre of the auditorium and wondered for a few moments how the work was all going to be completed on time; until I recalled the state of New York's Paramount less than twenty-four hours before the opening.

Here was a further expression of the Paramount spirit. A few days ago we set the date of opening as at November 24th. It seemed impossible to the French workmen at the time, but they pledged that it would be lived up to. They had caught

CHRISTMAS 1927

At this time of the year, when the sentimental wishes of all are centered upon the ideal of having still greater happiness come to their friends, and newer and finer vistas of prosperity open up before them, it is particularly appropriate that The Foreign Legion Pledge convey to Paramount Legionnaires throughout the world the fact that no good wishes that these Legionnaires may receive could hope to be more sincere and more heartfelt than are those of this, your own magazine.

NEW YEAR 1928

the Paramount Spirit, and judging from the happy way in which they were working all around me while I was in the theatre, it is not a bad "infection" for them to be suffering from.

But they have got to get it a lot worse to be on a par with the Paramount-teers I have met in London, Berlin and here in the world's one and only Paris. I have seen Paramounteers in Europe in every one of the years for quite a while past, but this Nineteen Twenty-seven has produced an electrical enthusiasm which leaves

the demonstrations of previous years more or less like dull sparks by comparison. Mr. Seidelman reported it as such a few months ago, and glowingly as he painted the picture, I am sure that there have been a few thousand more volts switched on since then.

The end of the year's Drive for the Desks is going to produce some mighty interesting reading; for not only will there be pride in the hearts of those of who have won the Desks, but there should be the glow of satisfaction of having done their very best in the hearts of all the other Divisions. For if the Drive of this year has proven one thing, it has proven that every Legionnaire was away up on his tip toes, delivering his best, every second of the Drive.

And now to the opening of the Paramount-Vaudeville. France can well be proud of this finest theatre in all Europe, for did not she play a major part in the invention and development of the Motion Picture! And in so doing she played her great part in the ultimate creation of the Paramount organization and of the Famous Foreign Legion of Paramount.

Emil E. Shauer



THE FOREIGN LEGION PLEDGE



PARAMOUNT THEATRE DAZZLES PARIS

This is the story of Paramount's third glittering, international theatrical triumph! In March of 1926 it was the Plaza, London. Eight months later, the heavens blazed with the glory of the Paramount's premiere in New York City. And now we have the glory of the Paramount-Vaudeville in Paris! This, the most perfect and modernly equipped theatre in all Europe, shed its radiance on a bejewelled Paris on the evening of November 24th, and into its luxurious seats there crowded one of the most notable audiences in all history. Princes, statesmen, generals, diplomats, lords and ladies of high estate, actresses—the supreme elite of all Europe.

From the ranks of the Paramount organization, the Leader of the Foreign Legion, Mr. E. E. Shauer, was there with Mrs. Shauer. Eugene and Mrs. Zukor, Melville A. Shauer, John C. Graham, Adolphe Osso, Ike Blumenthal, Al Kaufman and a great many other foremost members of our organization were present to witness Paramount's finest European triumph. The entire arrangements of the building, equipping and opening of the theatre were under the direction of Mr. Kaufman.

THE MESSAGE OF MR. ZUKOR

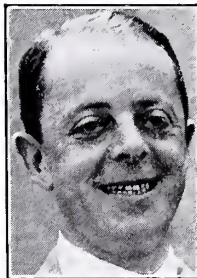
This is the cabled message that Mr. Zukor sent to Mr. Al Kaufman just prior to the opening of the Paramount-Vaudeville Theatre in Paris:



FROM THE INNERMOST CORNER OF MY HEART I AM GRATEFUL FOR THIS NIGHT AND FOR THE OPPORTUNITY IT GIVES PARAMOUNT OF EXPRESSING TO FRANCE A DEEPLY SINCERE APPRECIATION OF THE SYMPATHY AND UNDERSTANDING OF THE FRENCH NATION. LINKED BY TIES OF BLOOD AND BROTHERLY LOVE THE NATIONS OF FRANCE AND AMERICA HAVE HAD THEIR GOOD WILL FURTHER CEMENTED BY THE LINK OF THE CINEMA AND OF THIS LINK THE NEW PARAMOUNT VAUDEVILLE THEATRE WHICH WILL MAKE ITS BOW TO PARIS TONIGHT IS THE NEWEST AND MOST VITAL FACTOR. IN A WORLD IN WHICH DISTANCE IS ANNIHILATED BY THE RADIO AND PROGRESS SPREADS BY THE PRINTED WORD THERE IS NO MORE POTENT MEDIUM OF COMPLETE UNDERSTANDING AND TOLERANCE THAN THE MOTION PICTURE. IT THEREFORE SEEMS VERY FITTING THAT THE PARAMOUNT VAUDEVILLE THEATRE IS NOT ONLY AN OFFERING TO THE ENTERTAINMENT OF THE PEOPLE OF FRANCE BUT A TRIBUTE TO THE PEACE BETWEEN NATIONS. TO THE PRESIDENT OF THE REPUBLIC OF FRANCE AND HIS EXECUTIVES TO THE MEMBERS OF THE GREAT MOTION PICTURE INDUSTRY OF FRANCE AND TO

(Continued on Page 8)

The New York Times and other great newspapers gave liberally of their cable news space to tell of the event, and through a score of private channels there have come details to tell of the magnificence of the opening. The cables of Mr. Zukor and Mr. Will H. Hays, which are reproduced in this issue, tell their own straightforward and sincere story of the tributes which traveled eastward over the Atlantic Ocean, and even as these lines are being printed there are traveling westward, over that same ocean, the graphic and photographic evidence of how super-enthusiastically the people of Paris participated in the dedication of the Paramount-Vaudeville Theatre. These details will be one of the features of the January 1st issue, and because of your eagerness to read this news, and because of the proximity of the Christmas and New Year holidays, we will endeavor to have the issue out the minute the figures of the standings make it possible.



Al Kaufman

In the meantime you of course know that the Paramount-Vaudeville Theatre stands as a tribute to many gallant and untiring workers. Mr. Osso, we know, will convey to all of the Legionnaires of his Division who participated in the work, the thanks and congratulations of the entire Foreign Legion for an epic task.

(Continued on Page 8)

דער „פאראמאונט“ פאלאז אין פאריז
דאנערשטאג, דעם 24טען נאוועמבער, האט זיך געפענט דער נייער „פאראמאונט“ וואדעוויל טעאטער אין פאריז. א גלענצענדער פערזאמלונג פון פאליטיקער, אריסטאקראטען, מואווי סטארס, און פארמטע טעאטער מענשען זיינען געקומען צו דעם יום טוב די פאריזער פרעסע האָט באַשריבען די ערעפנונג אלס א גרויסען היסטאָרישען יום טוב פון דער פאריזער טעאטער וועלט. די הערען ע. ע. שאווער, יודזשין צוקאר, אראלף אסא, אל. קאופמאן, מעלוויל ע. שאווער, דושון ס. גרייהעם, און פילע אנדערע פראָמינענטע „פאראמאונט“ פארטרעטער אדער „לעגיאנערען“ האָבען פארטראטען די פאראמאונט ביי דיווען יום טוב.

A ABERTURA DO PARAMOUNT PALACE EM PARIS

Teve lugar na noite de 24 de novembro ultimo, em Paris, a inauguração do novo theatro Paramount no qual serão apresentados espectaculos variados, de cinema e vaudeville. A festa de inauguração esteve concorridissima, notando-se nella o que Paris tem de mais representativo e chic. Entre os representantes da Paramount compareceram Mr. E. E. Shauer, director geral do Departamento Extrangeiro da Companhia, Eugene Zukor, Adolphe Osso, Al Kaufman, Melville A. Shauer, John C. Graham, e muitos outros legionarios de representação.

PARAMOUNTS PARISER PALAST

Donnerstag den 24. November war der Eröffnungstag des Paramount Vaudeville Theaters in Paris. Eine glänzende Versammlung von politischen, gesellschaftlichen, filmenden und schauspielerischen Notabels war zugegen, und wurde dieses Ereignis von der Pariser Presse als eine der wichtigsten Begebenheiten in der Theatergeschichte dieser Stadt bezeichnet. Die Herren E. E. Shauer, Eugene Zukor, Adolphe Osso, Al Kaufman, Melville A. Shauer, John C. Graham und viele andere bekannte Legionäre repräsentierten Paramount bei dieser Funktion.

EL "PALACE" DE LA PARAMOUNT

El 24 de noviembre tuvo lugar la inauguración del gran teatro de la Paramount en Paris. Una multitud integrada por lo más granado de la política, comercio, banca, arte, letras y mundo elegante dió prestigio a la función de gala. Los señores E. E. Shauer, Eugene Zukor, Adolphe Osso, Al Kaufman, Melville A. Shauer, John C. Graham y varios otros altos empleados de la Paramount representaron a la empresa en la inauguración del magnífico coliseo.

ONS PARIJSCH PALEIS

Op Donderdag, 24 November werd het nieuwe Paramount-Vaudeville Theater te Parijs officieel geopend. Talrijke beroemdheden uit de politieke—tooneel—en film wereld en der beau monde vereerden de openingsvoorstelling met hun tegenwoordigheid. De Parijsche dagbladders beschouwt de opening van het nieuwe theater als een evenement in het Parijsche theaterleven. De Heeren E. E. Shauer, Eugene Zukor, Adolphe Osso, Al Kaufman, Melville A. Shauer, John C. Graham en vele andere bekende legionnaires waren aanwezig om Paramount officieel te vertegenwoordigen.

WIN DESKS WITH "WINGS"

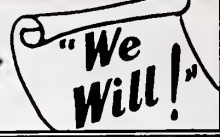
The Assistant Secretary of War and the Assistant Secretary of War for Aeronautics in the United States have both had "flying offices" built for them in aeroplanes which are to be used for official business requiring fast traveling. Each office is complete with a desk. The chap who pointed this item of news out to us in one of the local newspapers, suggested that when the respective secretaries move to newer and larger flying offices, these two desks could be used as prizes for the best and widest distribution of "Wings" during 1928.

"HOTEL IMPERIAL" IN BUDAPEST

The Paramount picture, "Hotel Imperial" (says the Internationale Filmschau of Prague, Czecho-Slovakia), is running at the Royal Apollo Theatre, Budapest, with unparalleled success. Seats are sold out days in advance, and the daily grosses at the box office have exceeded Kc. 60,000.



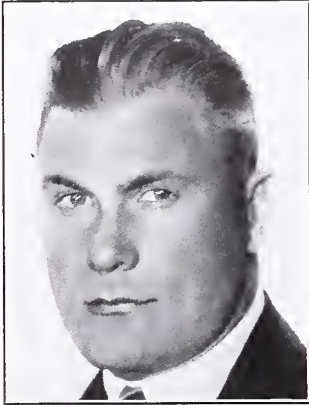
THE FOREIGN LEGION PLEDGE



Paramount Theatre, New York, In First Year Grosses \$3,579,889

FRED LANGE, LEADER OF "LOS GAUCHOS" BRINGS HIS BOLOS TO NEW YORK

In the Home Office apparently for the purpose of attaching a shipping tag onto the Desk that he thinks the Argentina Division has won, General Manager Fred W. Lange has since had a lot to say about the success of the boys and girls of his Division since his arrival here a couple of weeks ago.



FRED W. LANGE

Looking so physically perfect that the Argentina government ought to pay him a couple of thousand pesos a week just for saying that he is from Argentina, Fred had much to tell of the spirit of his Legionnaires down there. They're a right peppy bunch, he asserts, and points to the success of "Beau Geste" and a great many other achievements to prove it. He gave great praise, too, to the manner in which their house organ, "Adelante Decima" reflects the spirit of the Division, and in this respect he paid tribute to the editorship of Mr. Fox.

One day after his arrival (maybe it was Thanksgiving Day), he was given a pre-release peep at the figures which are printed on Page 5—and of course if you have any imagination you can guess what his comments were. You're right! He again expressed the fact that Argentina will win Mr. Zukor's Desk; and when shown that Italy still had a lead of six points he gave vent to something in Spanish which, for all we know, maybe isn't quite translatable after all.

At all events, he says, Argentina stands at the head of the list alphabetically, and he intends seeing that it remains there resultfully.

"WINGS" WILL RUN A LONG WHILE IN CHICAGO

Originally scheduled for a run of 8 weeks in Chicago, at the Erlanger Theatre (which has never before in its history played a motion picture), "Wings" is now to have its season extended for an indefinite run.

In addition to being the first motion picture ever to be shown at the Erlanger, "Wings" is positively the first motion picture ever to play Chicago at a \$2 top. And Chicago is rated as being excessively "hard-boiled" towards road shows.

A third U. S. road show season opens at the Aldine Theatre, Philadelphia, on December Second.

KENNEBECK EN ROUTE TO AUSTRALIA

Following a visit to ten days to the Home Office, John E. Kennebeck, Sales Promotion Manager of Division Two, has returned to his home town of Omaha, Nebraska, to spend a few weeks with his folks before sailing back to Australia. His less than two weeks in Home Office were crowded with conferences with Mr. Seidelman, viewing the principal films on Broadway, and renewing a host of friendships with associates of the days when he was a Domestic Paramounteer.

Mrs. Kennebeck visited New York with him. Towards the end of the month, accompanied by their six-months old baby, they will sail from San Francisco for Australia, via Honolulu, Pago Pago and Suva.

THICK AND FAST "CHANG" RECORDS FLY

Away back at the end of October, German records were being pounded to pieces under the mighty onslaught of Paramount's supreme jungle melodrama. Which is one reason why Mr. Ike Blumenthal cabled to Mr. Seidelman on October 29th as follows: "'Chang' broke house record Hamburg. Going big everywhere. Regards."

HOW RICHARD DIX WON THE AUSTRALIAN POPULARITY CONTEST

In last month's issue there was cabled news to the effect that Richard Dix had topped the poll in a popularity contest conducted by a leading Melbourne (Australia) newspaper. We are now able to give the actual voting in the contest, and to so show that Paramount stars occupied seven places of the twenty-four allocated. These were the figures:

Richard Dix (1st.) 102,667 votes, Harold Lloyd (2nd.) 89,071; Bebe Daniels, 75,173; Adolphe Menjou, 66,044; Pola Negri, 53,050; Wallace Beery, 48,141; Clara Bow, 47,778.

DEUTSCHER FILM IM PARAMOUNT THEATER

Zum ersten Mal in der Geschichte des Paramount Theaters, New York City, war dort ein Deutscher Film die Glanznummer und zwar die Paramount-Ufa Produktion "Der Letzte Walzer," der während der Woche des 12. Novemberes gespielt wurde. "Der Letzte Walzer" fand bei den Kritikern und dem Publikum begeisterte Aufnahme. Die Woche, während dieser Film vorgeführt wurde, war die letzte Woche des ersten Jahres des Paramount Theaters, da dasselbe am 19. November sein zweites Jahr beginnt.

„טשאנג“ אין לאנדאן

די לעצטע נייעס איז, אז „טשאנג“ געהט שוין צען וואכען אין „פלאזא“ טעאטער, לאנדאן. אט די קרעפטיגע „פאראמאונט“ מעלאדראמא פון דעם לעפען אין די ווילדע טראפישע געגענדען, לויפט שוין מיט צוויי מאל מעהר ווי עס איז געד לאפען די פארמיטע קינא „באזישעס“, און זי ווערט פאטראכט פון אלעמען אים איינע פון די פאלגרייכסטע מואוויס אין די לעצטע צען יאר.

MIGHTY FINE OCTOBER ISSUE OF "ADELANTE DECIMA"

The regular monthly issue of pep and punch from Argentina has come to hand in the October issue of "Adelante Decima," that splendid little magazine issued under the guidance of General Manager Fred W. Lange by editor Guillermo S. Fox.

Its cartoons are snappy and pungent (we have reproduced one of them on another page), and its declarations of what the Argentinian Legionnaires are going to do with Mr. Zukor's Desk seem to be just a little more certain than prophecies. In addition, a lot of splendid space is devoted to Short Features, and there is an excellent leading article by Mr. Lange and an account of the goodwill luncheon tendered the Leader of the Gauchos prior to his departure for New York.

We like "Adelante Decima" a great deal, and always look forward to its arrival in Home Office.

The Paramount Theatre, at the Crossroads of the World, New York City, rounded out the first year of operations on the evening of Friday, November 18th. The house opened on Friday, November 19th, 1926, and in that period grossed \$3,579,889.

The record gross for one week goes to "Underworld" with \$81,500 (this total including three midnight showings), while just twenty-four dollars behind it, at the \$81,476 mark (and minus any midnight showings), was Pola Negri's picture, "Hotel Imperial." Thus on actual screenings, the Negri picture should be acclaimed as the most successful during the first year of the Paramount's operations.

Bebe Daniels in "She's A Sheik" started the second year with a highly successful week.

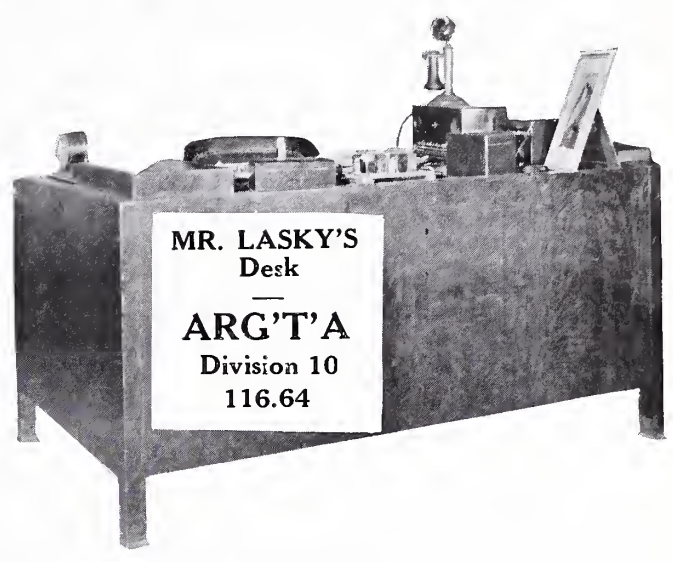
IL PALAZZO PARAMOUNT A PARIGI

Giovedì 24 novembre fu il giorno d'inaugurazione del Teatro di Varietà Paramount a Parigi. Intervenne un brillante gruppo di personalità in vista nel mondo politico, sociale, teatrale e cinematografico. L'evento venne annunciato dalla stampa parigina come un evento di grande significato nella storia teatrale della città. Fra i rappresentanti della Paramount alla funzione si distinsero i Signori E. E. Shauer, Eugene Zukor, Adolphe Osso, Al Kaufman, Melville A. Shauer, John C. Graham nonché molti altri Legionari noti.



FOR ROYALTY. When Their Majesties, King Alfonso and Queen Victoria of Spain visited Barcelona on October 21st, the Paramount Legionnaires added some touches of color—and some prominent Paramount Trade Marks—to the Head Office of the Matador Division. In the group on the balcony, Mr. Messeri, managing director, is seventh from the left, and Carl Ponedel is sixth from the left.

Paramount Pictures **THE FOREIGN LEGION PLEDGE** → **"We Will!"**



OVER QUOTA, AS AT NOVEMBER 1st, 1927

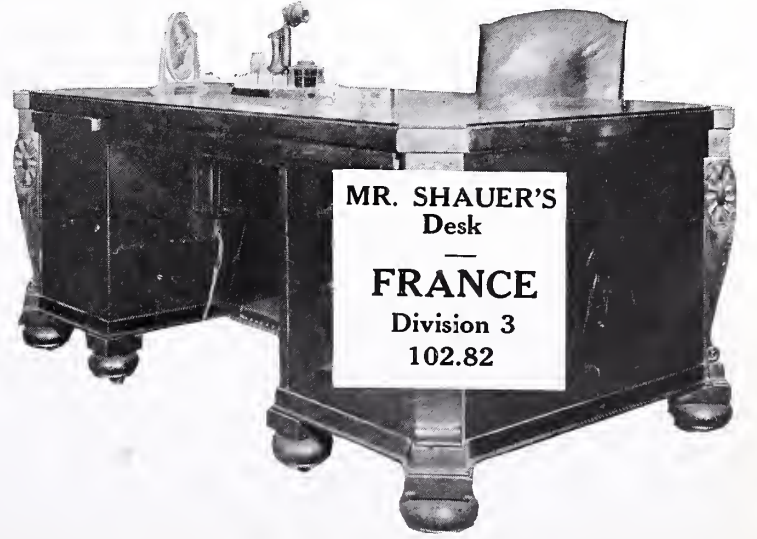
Division 11..	ITALY	122.55
Division 10..	ARGENTINA (Argentina, Uruguay, Paraguay)	116.64
Division 7..	JAPAN	103.13
Division 3..	FRANCE (France, Belgium, Switzerland, Egypt, Tunisia, Algeria)	102.82

PRINCIPAL MOVEMENTS

Italy, in the lead, advanced one point. Argentina, in second place, clipped Italy's lead by more than three points. Japan advanced into third place with a three point forward movement. France gained a fraction of a point, but acquired 4th place. Spain acquired 5 points and spurted from 9th to 6th. Scandinavia made a neat 5 point advance, Central Europe an eight point forward move, and Germany advanced one point.

UNDER QUOTA AS AT NOVEMBER 1st, 1927

Division 8..	MEXICO (Mexico, Guatemala, Venezuela, Jamaica, Colombia) ..	97.40
Division 15..	SPAIN (Spain, Portugal)	90.65
Division 1..	GREAT BRITAIN (England, Scotland, Wales, Ireland)	90.28
Division 14..	HOLLAND	88.89
Division 2..	AUSTRALIA (Australia, New Zealand, Straits Settlements, Java)	87.31
Division 12..	CHILE (Chile, Peru, Bolivia)	82.52
Division 16..	CUBA (Cuba, Porto Rico)	79.80
Division 6..	SCANDINAVIA (Sweden, Norway, Denmark)	78.41
Division 4..	BRAZIL	72.30
Division 9..	CENTRAL EUROPE (Austria, Hungary, Czecho-Slovakia, Finland, Jugo-Slavia, Roumania, Turkey, Greece)	64.06
Division 5..	GERMANY	51.24



THE FOREIGN LEGION PLEDGE → "We Will!"

Paramount News From the Earth's Four Corners

IN ALL LANGUAGES

You have probably noted that in recent issues of The Foreign Legion Pledge we are making a specialty of showing Paramount motion picture advertisements from all parts of the world. We want to continue to do this, and appeal for your co-operation. Whenever you see a striking motion picture advertisement which you think would look fine on this page, will you please send it to us so that we may reproduce it? Thank you in advance!



GREETINGS. An expression of welcome to the members of the American Legion visiting France during October last. Extended by the management of the Paris Palace Paramount Theatre at Nice, in Southern France.

UNA PELICULA ALEMANA EN EL TEATRO PARAMOUNT

Por primera vez en la historia, una película alemana, *El último vals*, ha sido proyectada en el Teatro Paramount, de Nueva York. Tanto el público como la prensa dispensaron muy favorable acogida a esta producción de la Paramount-Ufa, siendo aplaudida con entusiasmo durante toda una semana. Es de notar que *El último vals* fué la última película exhibida durante el primer año de existencia de este teatro. El 19 de noviembre, aniversario de la inauguración del Teatro Paramount, comenzó su segundo año de vida próspera, creyéndose que 1928 será aún de más óptimos resultados que lo fué el de 1927.



STILL PARAMOUNT IN BERLIN

Two of Berlin's famous West End theatres give forceful and dignified emphasis to the Paramount pictures they are showing. At the top the Ufa Theater Mozartsaal gives prom-

GERMAN PAPER REVIEWS SWEDISH PREMIER OF AMERICAN FILM WITH GERMAN STAR

The "B. Z. Am Mittag," of Berlin, had the following review in its issue of October 25th:

The Swedish premiere of the Paramount film, "The Way of All Flesh," with Emil Jannings as star, found unanimous admiration and acknowledgment in the Swedish press. One paper in Stockholm said: "This film is a fusion of the best from European and American films. Great dramatic art and highly developed technique are combined in this film, making it a certain world success."

LEGIONNAIRES IN NEW YORK

Drie weltbekende leden van het Vreemdenlegioen brengen op heat oogenblik een bezoek aan het Hoofkantoor. Zij zijn: Frederick Lange, onze algemeene vertegenwoordiger in Argentinië — R. 'Bob' MacIntyre, de Onderdirecteur van ons kantoor in Japan en John E. Kennebeck, de leider der verkoopsafdeeling der "Blue Ribbon" kongsi in Australië. Zij hebben alle drie de lessenaars geïnspecteerd en ze hebben de omstreken van New York vanaf de bovenste verdieping van het Paramount gebouw bewonderd. Het zal ons daarom niet verwonderen, als er binnenkort op drie plekken van de wereld tegelijk een storm losbarst.



Gathering of Paramount South American executives, newspapermen and friends to wish General Manager for Argentina Fred Lange "au'voir" prior to his trip to New York. The send-off was given in Buenos Aires at the end of October. Mr. Lange is third from the left in front. John L. Day, Jr., in charge of the entire South American territory, is on Mr. Lange's left. Mr. Enrique Glucksmann is on the other side of Mr. Day, and two seats farther away is Mr. Jacobo Glucksmann, who has Mr. Sigfrido Bauer, Buenos Aires managers, next to him. In the back row, seventh from left, is Mr. Raoul Viglione, Rosario Manager. Also in this row, fourth from the right, is Mr. Norman Kohn. (Story of the event is below.)

BANQUETTE DE DESPEDIDA A FRED. W. LANGE.

Con motivo de su viaje a New York, nuestro Director-Gerente, Don Fred W. Lange, fue obsequiado con un banquete que reunió al personal de la casa, exhibidores, periodistas y amigos del homenajeado en fraternal ágape.

Ocupaban la cabecera, junto a nuestro gerente, Mr. John L. Day, Jr., que permanecerá entre nosotros mientras dure la ausencia de Lange, Los Sres. Glucksmann, el Dr. Gil, letrado de la empresa y lo mas representativo del gremio.

Fué, en verdad, una hermosa demostración de simpatía tributada a nuestro gerente, cuyas dotes personales, afabilidad de caracter y reconocida habilidad le han granjeado la buena voluntad de todos, patentizada en el homenaje a que diera lugar su partida.

Aparte del descanso merecidísimo que significó este viaje, nuestro gerente combinará con la casa matriz la próxima temporada de 1928. Sabemos que nos traerá cosas muy buenas, algunas de ellas, estupendas, como "CHANG," "LA FRAGATA INVICTA," "LA MARCHA NUPCIAL," "ALAS," "EL CAMINO DE LA CARNE," etc.

El viaje ha de ser, pues, fructífero a pesar de su brevedad. A su regreso iniciaremos con el entusiasmo de siempre la preparación para que el material que nos traiga se traduzca en éxitos sucesivos durante la temporada de 1928 que, estamos seguros, ha de superar aún, la de este año. Deseamos a Mr. Lange una grata estada en Nueva York.

(Translation)

BANQUET IN HONOR OF THE DEPARTURE OF F. W. LANGE

In honor of his trip to New York, our Managing-Director, Mr. Fred W. Lange, was tendered a banquet which reunited the personnel of the house, exhibitors, newspaper men and friends of Mr. Lange in a fraternal get-together.

Mr. John L. Day, Jr., who will remain with us during Mr. Lange's absence, Messrs. Glucksmann, Dr. Gil, lawyer of the enterprise and those most representative of the business, occupied the seats of honor, next to our manager.

It was, in truth, a beautiful demonstration of tribute to our manager, whose personal talents, affable character and known ability have earned for him the good will of all, made evident in the homage extended to him on his departure.

Apart from the well earned rest which this

(Continued on Page 8)



AUSTRALIA. They have no half measures about the use of the Paramount Trade Mark down in Australia. Behold the two emblems of Romance in this lobby display for "Old Ironsides" at the York Theatre, Adelaide, South Australia.

OUR HOUSE ORGAN EXCHANGE

We are happy to note the regularity with which sample copies of the several house organs published in the ranks of Paramount's Foreign Legion continue to reach us.

Recent visitors, for instance, have been issues No. 36, 37 and 38 of Spain's ever sprightly "El Matador," the arrival of which publication always tends to make the day just so much the better and finer.

Italy has contributed Number 4 of their publication, "Paramount," with its graphic heading parallel between the Paramount Building and the Roman Colosseum. This issue has taken several hints from The Foreign Legion Pledge, and has awakened the Italian Division to the fact that although they were in the lead at the time, they had receded slightly, and so the Desk of Mr. Zukor was in danger of slipping away from them.

innence to "Kid Boots," and particular prominence to Clara Bow. Below, the Gloria-Palast has a very fine display for Adolphe Menjou in "Blonde or Brunette." Both pictures scored big successes, according to advices received from Mr. Ike Blumenthal, in charge of Paramount's German organization.



THE FOREIGN LEGION PLEDGE



ONE GLORIOUS "WINGS" REVIEW

VERY ENTHUSIASTIC CONVENTION

Mr. J. H. Seidelman, assistant manager of the Foreign Department, says that the semi-annual Convention of the Departments of Production and Distribution, held in Chicago on October 29, 30 and 31, was one of the most enthusiastic and efficient ever held by Paramount. A tremendous amount of good work was accomplished, he said, and the fact was made very plain that although 1927 has been a very great year for Paramount, 1928 will be a greater one in every respect.

GRAN ENTUSIASMO EN LA CONVENCION

Según manifiesta J. H. Seidelman, Sub-Gerente del Departamento Extranjero, ha reinado un gran entusiasmo en la Convención que los departamentos de Producción y Distribución celebraron en Chicago durante los días 29, 30 y 31 del pasado octubre. A juzgar por el trabajo realizado y el entusiasmo que reinó en ella, esta Convención ha sido una de las más importantes de cuantas ha celebrado la Paramount. Según todas las probabilidades y de acuerdo con los datos recogidos bien dicha Convención, el año de 1928 será muy superior en resultados al de 1927.

Uma Convenção Enthusiástica

Mr. J. H. Seidelman, sub-director do departamento estrangeiro da Paramount, ao regressar da convenção semi-annual da Secção de Produção e Distribuição da Paramount, disse do entusiasmo que presenciou no grande convenio reunido em Chicago durante 29-30-31 de outubro ultimo. Muitos pontos importantes foram discutidos, ficando mais do que provado que si 1927 foi um magnifico exemplo de progresso para a Paramount, 1928 irá ser ainda maior sob qualquer ponto de vista.

DUE NUOVI ORGANI DELLA DITTA

E nostro privilegio, questo mese, di dare il nostro benvenuto ufficiale a due nuovi organi della ditta. Uno di essi è "Volldampf Voraus" ("A tutto vapore"), pubblicato dalla organizzazione Parufamet di Berlino. E un foglio che irradia entusiasmo, con notizie interessanti dal principio alla fine delle sue quattro pagine. L'altro organo della ditta ha quattro pagine piene di arguzia e ci viene dal Gruppo del "Nastro Azzurro" delle Colonie di Australia, Nuova Zelanda, Giava e Stretti. Porta l'attraente titolo di "The Whole Show" ("Tutta l'Esposizione") ed è diretto da Otto G. Doepel, direttore del dipartimento di pubblicità. Naturalmente il suo nome va d'accordo con la dichiarazione del Sig. Kent che nel 1927-1928, la Paramount è "Tutta l'Esposizione."

"WINGS" et BROADWAY

Le grande film de l'aviation—"Wings"—ce films suprême, est dans sa Seizième semaine au Theatre Criterion, à New York. Et la foule, chaque jour, va en augmentant.

A Chicago, "Wings," est une sensation et de nouveau a obtenu un succès fou à la premiere. C'est au Theatre Erlanger, à Chicago, que "Wings" continue à recevoir les éloges de tous, public, critiques, presse-et le journal Allemand, "Abend Post" publié à Chicago-, a acclamé "Wings" comme un film sans pareil.

It was to be conceived that the reviewers of the American newspapers should accord "Wings" some marvelous tributes on the occasion of the picture's premiere in Chicago at the early part of last month. But (symbolical of the picture's international appeal), the finest of all the reviews came from the reviewer of a German newspaper — "Abendpost" — published in Chicago. Higher tribute still — the reviewer had arrived from Germany but eight months prior to seeing the picture. We give you herewith the highlights of his endorsement of the picture:

Translation of critic of "Wings" in issue of Abendpost, of October 31st, 1927.
"WINGS"

Though a picture of the war, showing at times such scenes which the producer must concede greater than a war picture. It is a song of high praise dedicated to the heroes of the air, entirely free of all hatred and agitation-propaganda, humanely vigorous, more pacifistic than militaristic, crowded with marvellous scenes and with a dramatic climax never before attained; better than the "Big Parade" and "What Price Glory" — this characterizes the Film of the Air, "Wings", which had its premiere showing to a crowded Erlanger audience and was accorded such applause never before given to another picture in Chicago's film history.

In the foyer of the Erlanger hanging high alongside pictures of American, English, Italian and French aces, you will find those of Captain Boelke and Baron von Richtiofen, an external expression that this film pays due respect to these heroes and their valorous deeds. In fact, an instance is shown on the screen, where the German, clever and feared enemy of the air, is given an opportunity to display his true sportsmanship in a gentlemanly manner.

Do not fail to see "Wings". The picture is shown twice daily.



SANTA CHESTER. The fur-faced gentleman on the right is none other than "Le Bon Conklin," sometimes referred to as "Le Walrus." He is amiably playing Santa Claus to a couple of young ladies, whose stockings appear to grow unnaturally large around the 25th of December. The ladies are Shirley Dorman and Ivy Harris and the scene (we will divulge the secret), is laid in the Paramount Hollywood Studio. Presents included contracts.

TOWER OF PARAMOUNT BUILDING OPEN TO PUBLIC

Exactly one year after the opening of the Paramount Theatre at the Crossroads of the World, the tower of the Paramount Building has been thrown open to the public. This interesting event took place on Monday, November 14th.

On the north and south sides of the tower, just level with the top of the clockface, are the twin observation galleries, made entirely of glass. Here binoculars are provided and souvenirs are on sale.

It is quite needless for us to tell here of the unparalleled view obtained from the top of the Paramount Building. It alone of all spots in New York permits of a perfect vista of the entire island of Manhattan, from north to south.

DE PARAMOUNT TOREN TOEGANKELIJK VOOR HET PUBLIEK

Op Maandag, 14 November werd de toren van het Paramount Gebouw opengesteld voor het publiek. Het uitzicht op de stad van de 36e verdieping is ontegenzeggelijk het schoonste panorama, dat men zich kan voorstellen, want men kan zowel de benedenstad als de bovenstad zien. De toren is tegen laag entree toegankelijk voor het publiek, doch Paramounters hebben vrijen toegang.

O NOSSO JORNAL ESTA FEITO UM VERDADEIRO POLYGLOTTA

Os nossos leitores devem ter notado que nas ultimas edições do "The Foreign Legion Pledge" temos nos tornado verdadeiros polyglottas, não só em noticias, mas tambem dando clichés dos annuncios da Paramount como apparecem nos jornaes de quasi todos os paizes do mundo. Assim, pois, sempre que um paramountez vir uma bonito annuncio de pagina de um film Paramount, faça-nos o favor de recortalo e mandar-nos para a sua reproducção no Pledge. E aceite os nossos agradecimentos de antemão!

AUSSERORDENTLICH BEGEISTERTER CONVENT

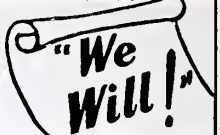
Herr J. H. Seidelman, stellvertretender Direktor der Auslands-Abteilung, berichtet, dass der halbjährliche Convent der Produktions- und Verleihabteilungen, welcher am 29., 30. und 31. Oktober in Chicago tagte, einer der begeistertsten und wirksamsten war, welcher je von der Paramount abgehalten wurde. "Ein fabelhafter Teil guter Arbeit wurde vollbracht," sagt er, "und es wurde in jeder Beziehung dargelegt, dass, trotzdem 1927 ein sehr gutes Jahr für Paramount war, 1928 in jeder Beziehung noch viel besser sein wird."

A TORRE DO EDIFICIO PARAMOUNT E' FRANQUEADA AO PUBLICO

Na segunda-feira 14 de novembro, foi a torre do Edificio Paramount, situado no coração de Nova York, franqueada ao publico. Na terrace do andar 36 muitos foram os que se deslumbraram com a vista da cidade observada assim de tamanha altura. Um pequeno pagamento é cobrado aos extranhos, mas os amigos paramountezes têm acesso a torre da Paramount sem pagar cousa alguma.



THE FOREIGN LEGION PLEDGE



NOTABLES AT OPENING OF PARIS PARAMOUNT

Foch, Petain, Gouraud, Cabinet Officers and Diplomats in the Audience.

Copyright, 1927, by The New York Times Company. Special Cable to THE NEW YORK TIMES.

PARIS, Nov. 24.—The new Paramount Theatre on the Boulevard des Italiens was opened this evening before a large and brilliant audience, including four Cabinet Ministers, most of the members of the Diplomatic Corps, Marshal Foch, Marshal Petain and General Gouraud. The building formerly housed a famous vaudeville theatre and now has been converted into a modern cinema house along American lines. Free programs, a no-tip service and constantly circulating fresh air will all be novelties for French theatre-goers. The work of arranging the new theatre, which opened so successfully, was done by Al Kaufman, European director for Paramount.

The feature of the opening program was a jungle film, a change which was enthusiastically received. It was preceded by *Printemps d'Amour*, a French-made film, starring Hope Hampton.

NEWS. The opening of the Paramount-Vaudeville Theatre in Paris was excellent cable news, for this is how The New York Times reported the event in the issue of the following morning.

TRAFFIC DEPARTMENT'S BANNER MONTHS

From records covering exports forwarded during September, figures have been furnished to P. H. Stilson, General Traffic Manager which show the tremendous total of 12,545,224 feet shipped.

The distribution of this nearly 13 million feet, fed film to our offices throughout the world—England, Australia, the Orient, Central and South America, Central and Continental Europe, Baltic countries, Turkey, Africa, etc. It was necessary for the Department to function night and day. Andrew Fornal, Export Shipping Manager at the Long Island Laboratory and his crew were augmented by night and Sunday shifts and to them belongs very considerable credit. Hereto is recorded the splendid assistance rendered by Frank E. Garbutt, West Coast Traffic Manager, in moving shipments from the Pacific Seaboard. Garbutt and Fornal have always been ready and eager to meet any emergency the Foreign Division has demanded. The Department also absorbed the world wide distribution of Short Features and Paramount News. The News in particular requires special preferred handling to enable our Company to compete with and surpass other News organizations. In placing credit for handling the largest month's business in our history we are pleased to record the personnel of the Traffic Department. The staff embraces William Fass, Supervising Assistant Traffic Manager, Owen McClave and Saul Jacobs, Assistant Traffic Managers; Sarah Freedman, Departmental Secretary; Helen Goering, Chief Clerk, Drawback Accounts; Frank Schreiber and Belle Jones, Dept. Clerks.

Mr. Stilson has asked us to express appreciation to Frank Meyer and John Ojerholm in charge of laboratory operations and likewise to Misses Käss and Goldsmith and to Luis Fernandez for the assistance rendered by themselves and their Departments.

THE FEATURE

"Chang," Paramount's mastadonic, melodramatic marvel of the jungle, was the feature selected to open the Paramount-Vaudeville Theatre Paris. It received a 'chang' of a reception from the great audience.

THE MESSAGE OF MR. ZUKOR

(Continued from Page 3)

THE PEOPLE OF THE GREAT FRENCH NATION THE MOST SINCERELY CORDIAL WISHES OF THE PARAMOUNT PICTURES ORGANIZATION THE WORLD OVER ARE EXTENDED ON THIS MEMORABLE OCCASION. MY THANKS GO ALSO TO THE ARCHITECTS AND BUILDERS WHOSE UNTIRING EFFORTS HAVE FASHIONED THE PARAMOUNT VAUDEVILLE THEATRE INTO AN EVERLASTING SYMBOL OF THE BEST IN FRENCH SCREEN ENTERTAINMENT AND TO ALL THE SPLENDID MEN AND WOMEN WHO HAVE CONTRIBUTED THEIR SHARES TOWARDS MAKING THE THEATRE AN OBJECT OF ADMIRATION FROM ONE END OF THE WORLD TO THE OTHER. THEY HAVE DONE A GREAT PIECE OF WORK AND THEY CAN WELL BE PROUD OF THE THEATRE THEY HAVE CREATED. ADOLPH ZUKOR.

WILL H. HAYS' SPLENDID CABLE

As President of the Motion Picture Producers' and Distributors' Association of America, Inc., Mr. Will H. Hays cabled the following message to Mr. Kaufman:

It gives me pleasure to join with the others in extending congratulations on the opening of the new Paramount Theatre in Paris. This congratu-

lation extends both to the people who will use the theatre and to the company responsible for its erection and to all those who have participated in the distinguished enterprise. It is another contribution to the great progress of the motion picture in its march of service. This theatre with the other great theatres is built of the confidence of the public in motion pictures. This great theatre and all motion picture theatres are dedicated as servants of the public. The motion picture has carried the silent call of honesty, ambition, virtue, patriotism, hope, love of country and of home to audiences speaking fifty different languages, but all understanding the universal language of pictures; it has brought to narrow lives a knowledge of the wide, wide world; it has clothed the empty existence of far-off hamlets with joy; it has lifted listless laboring folk till they have walked the peaks of romance and adventure like their own Main Street; it has been the benefactor of uncounted millions. The motion picture brings three benefactions as possibly no other instrumentality can do. It entertains—and let us remember always that just as you serve the leisure hours of the masses so do you rivet the girders of society. It instructs—a truly noble function. And above all, it brings the peoples of the earth to know each other—to understand; and when men understand they do not hate, when they do not hate, they do not make war. The universal language of motion pictures will make an immeasurable contribution toward changing ignorance into understanding, misunderstanding into friendship, hate into love, constant combat into continued amity. To well perform these three great services the organized Motion Picture Industry of America is pledged and to the better performance of that service we invite the cooperation of all peoples everywhere.

WILL H. HAYS

President, Motion Picture Producers and Distributors of America, Inc.

DEUX NOUVELLES REVUES

Ce mois-ci nous souhaitons la bienvenue à deux nouvelles revues. L'une d'elle, la "Voll-dampf Voraus" (En Avant-A toute Vapeur), est publiée par la Parufamet de Berlin. Cette revue est remplie d'enthousiasme, et pleine de nouvelles très intéressantes. La seconde revue contient aussi, des pages enthousiastes, elle nous arrive d'Australie, de la Nouvelle Zélande, la Java, et de la Tasmanie. Son titre? "The Whole Show" (La Pièce Entière) et a pour éditeur M. Otto G. Doepel, directeur de la publicité. Ce titre vient, bien entendu, de la déclaration faite par M. S. R. Kent, qu'en 1927-28-Paramount est—THE WHOLE SHOW—toute la scène—LA PIECE ENTIERE!

PARAMOUNT THEATRE DAZZLES PARIS

(Continued from Page 3)

superbly performed. Mr. Kaufman's superhuman participation in the task had its own recompense in the scintillating event which characterized the opening, as well as in the glittering splendor of the theatre itself.

And Mr. Shauer, we feel, was happier than words could ever tell. It will be truly inspiring to read in print his reaction to the issue next month.



ADOLPHE OSSO



KRAZY KAT IS NOT SO CRAZY, for see how he shows all of the Ignatzes the stacks and stacks of pounds, francs, marks, dollars, pesoes, yen, zloty, guilders, ore, rupees and other cash ready to be wooed and won by Paramount Short Features. This Christmas sentiment comes to The Foreign Legion Pledge through the courtesy of Charles B. Mintz and artist Harrison Gould.

FRATERNAL BANQUET TO MR. LANGE

(Continued from Page 6)

trip signifies, our manager will combine with the mother house on the coming 1928 season. We know that he will bring us very good things, some of them stupendous, as "CHANG", "OLD IRONSIDES", "THE WEDDING MARCH", "WINGS", "THE WAY OF ALL FLESH", etc.

The trip is to be, then, fruitful in spite of its brevity. On his return we will begin, with the usual enthusiasm, preparations so that the material he brings us may be successful during the 1928 season, which, we are sure, will even surpass this year.

We wish Mr. Lange a pleasant stay in New York, at the Crossroads of the World.

THE FOREIGN LEGION PLEDGE → "We Will!"

A PACKED PAGE OF "CHANG" NEWS



ADVANCE DISPLAY. Long before "Chang" was scheduled to be presented at the Palladium Theatre, Malmoe, Sweden, this sensationally effective display was on view in the lobby of the theatre. Carl York, general manager for Scandinavia, writes most enthusiastically of the display, and of the well-nigh feverish excitement which it caused. He writes: "Beneath the tiger skin a motor was placed. This caused the tail to wag, the eyes to move and sparkle. A very fine display and very inexpensive. From the very first it caused every citizen of Malmoe to make inquiries as to when 'Chang' was coming."

"CHANG" IN LONDON
Gemäss der allerletzten Meldung hat "Chang" seine 10. Woche im Plaza Theatre, London, beendet. Dieses mächtige Paramount Dschungeldrama hat somit den von "Beau Geste" aufgestellten Rekord verdoppelt, und ist von der Industrie Gross-Britaniens als eines der grössten Ereignisse und Kassenschlager-Sensationen der letzten zehn Jahre bezeichnet worden.

"CHANG" EN LONDRES
Según últimas noticias recibidas de Londres, "Chang" ha sobrepasado todos los precedentes en lo que respecta a atractivos de taquilla. 10 semanas lleva ya en el Teatro Plaza, y se espera que aún continúe durante una larga temporada. Esta gran producción, proclamada por la prensa inglesa como una de las mejores películas en su género, ha despertado más interés que *Beau Geste* y rendido más utilidades que ninguna otra producción cinematográfica.

TSJANG IN LONDEN
Juist voor het ter perse gaan van deze editie, ontvingen wij bericht uit Londen, dat 'Tsjang' voor de 10e week in het Plaza Theater loopt. Dit imposante oerwoud drama van Paramount heeft het record van "Beau Geste" met vijf weken verbeterd. 'Tsjang' wordt door de Engelse industrie met recht beschouwd als de machtigste publiek trekkende film van de laatste tien jaar.

WELSH, PEARSON & CO., LTD.
BRITISH SCREEN PLAYS

WEST END HOUSE
3 RUPERT STREET,
COVENTRY STREET, LONDON, W.1

26th September 1927

J. C. Graham, Esq.,
Famous Players Ledy,
156-170, Shaftesbury Street,
London W.

Dear Mr. Graham,

I am impelled by sheer admiration of a great work to write you expressing my unqualified enjoyment of that marvellous film "Chang" which I saw last night at the Plaza.

It was a sheer delight to witness the presentation which by its impressiveness and brevity led one without a shock to a film that will make picture history.

It was one to ponder on the illimitable powers of the screen when one realizes that "Chang" craves the privilege of what almost amounts to physical contact with the jungle itself.

The dramatic use of the magnified screen opens up a vista equally portentious; the great procession held a living picture that made the biggest theatrical spectacle a fit-up by comparison.

Yours sincerely,
George Pearson
Director

ENGLAND. This letter from George Pearson is in reality a stirring tribute from one motion picture producing organization to another. Mr. Pearson is one of the directors of the organization which produced "Huntingtower," starring Sir Harry Lauder, the picture to be released in practically every country of the world by Paramount. The tribute to "Chang" in the letter is one of the sincerest and most stirring that we have yet seen.

"CHANG" IN LONDON
At the very latest notification, "Chang" was completing its 10th week at the Plaza Theatre, London. This mighty Paramount jungle melodrama has thus doubled the record established by "Beau Geste" and has been acclaimed by the industry of Great Britain as one of the greatest box-office sensations in ten years.

NEXT YEAR — "CHANG" YEAR
By now your plans should all be ready laid to make 1928 as big a year in comparison with other years as "Chang" is big in comparison with other pictures. It should be a "Chang" Year, not only from the standpoint of success we will achieve with the picture, but from the standpoint of its own irresistible mightiness. We should be able to do to barriers of opposition just precisely what the elephants did to the village in "Chang".
And if the indications already registered in this issue of The Foreign Legion Pledge are any criterion, that is just precisely what we shall do.

"CHANG" A LONDRA
Dalle ultime notizie ricevute, "Chang" ha completato la sua 10.a settimana al Plaza Theatre a Londra. Questo possente melodramma della jungla, della Paramount, ha così raddoppiato il successo raggiunto da "Beau Geste" ed è stato dichiarato dall'industria della Gran Bretagna come uno dei successi finanziari più spettacolosi durante gli ultimi dieci anni.

"CHANG" A LONDRES
DIX SEMAINES AU THEATRE PLAZA! DOUBLANT LE RECORD ETABLIT PAR "BEAU GESTE"! Et ce n'est pas tout!
En dernières nouvelles, "Chang" était entrain de finir sa dixième semaine au Théâtre Plaza,

映畫界未曾有の人獸爭闘劇

地上の製作者
アーネスト・シュードサック氏
メリアン・クーパー少佐氏
合作

Paramount Picture
 Chang
 (象)

トリックに非ず人獸争闘の大寶窟である

スニ二國麻
NO 260

JAPAN. An announcement regarding "Chang," published in one of the house organs issued for the Paramount Theatres in Tokyo, Japan. Even a none-too-close observer may see from this advertisement that both the line "A Paramount Picture" and the Paramount Trade Mark are used.

PARAMOUNTEZES EM NOVA YORK
Tres dos mais esforçados e conhecidos membros da nossa Legião Extrangeira acham-se em visita à nossa matriz, em Nova York. São elles: Frederick Lange, gerente geral da agencia da Argentina, R. "Bob" MacIntyre, gerente-associado da agencia do Japão, e John E. Kennebeck, do departamento de vendas da divisão "Blue Ribbon" da Australia. Todos elles passaram uma revista pelas carteiras de premio do nosso "drive," cada qual assegurando as esperanças que ha pelos seus territorios para a conquista das mesmas.



ENGLAND. In the picturesque town of Chesterfield there was held a motion picture carnival, and of course the Paramount lorry advertising "Chang" (pictured here, in the centre) romped away with the prize for that section, and the theatre advertising Paramount pictures romped away with the first prize in its section. Exploiteer R. R. Smith is at the right of the "Chang" lorry.

à Londres. Ce drame émouvant de la jungle, dont la Paramount est plus que fière, a donc doublé le record établi par "Beau Geste" et a été acclamé par l'industrie cinematographique de Grande Bretagne, comme l'une des plus grandes attractions des dix dernières années.

PARAMOUNT THE FOREIGN LEGION PLEDGE → "We Will!"

PARAMOUNT ADVERTISING AROUND THE WORLD

PRAGUE'S PARAMOUNT PICTURES

Czecho - Slova-
kia's contribution
to this page of
Paramount's in-
ternational adver-
tising and public-
ity consists of
this clipping from
one of Prague's
foremost newspa-
pers. It shows
that in the amuse-
ment section of
the advertising,
Paramount pic-
tures predomi-
nate. The three
attractions listed
here are none
other than "It" at
the top, "The
Light of Western
Stars" in the cen-
tre, and the Param-
ount - Ufa pro-
duction "Metrop-
olis" below.

RADIO Palác "Radio" ulice matejska Praha.
Premiéra! **Svůdné něco....**
Elinor Glysoová:
Nejnovější román slavné spisovatelky.
V hlavních rolích:
Clara Bow a Antonio Moreno.

LOUVRE Náměstí sv. 20. Telefon 432.58
Světový zpravodaj! **POUTNÍK V ÚDOLÍ SMRTI**
Premiéra! **AVION** Premiéra!
Drama o 7 dělech. V hlavních rolích: **Billie Doveová, Jack Holt, Noah Berry.**
Scénarie v přírodních barvách.

Předplaťte si Český Filmový Zpravodaj!

METROPOLIS

HOUSE ORGANS OF FRENCH PARAMOUNT THEATRES

We have received samples of the very well compiled house organs issued each week by the managers of the Paramount theatres of France and mailed regularly to the patrons of the theatres. These publications are of uniform size and appearance, and contain a goodly measure of just the information that is desirable should reach the patrons. Our samples have come from the following theatres: Opera, Reims; Broglie, Strasbourg; Coliseum, Brussels; Odeon, Marseilles; Paris Palace, Nice; Familia, Lille; Francais, Bordeaux. The name of the publication in each instance is the "Journal," the name coming after the theatre's name.

MAIS DOIS PALADINOS DA PARAMOUNT

Este mez veremos vir á luz mais dois órgãos de publicidade da Paramount. Um delles será "Voldampf Voraus" (A Todo o Vapor), publicado pela nossa organização de Berlim, que é uma publicação cheia de entusiasmo pelo nome da Paramount. O outro órgão é "The Whole Show," editado por Mr. Otto G. Doepel, gerente do departamento de publicidade da divisão "Blue Ribbon" da Australia. Este titulo, está visto, vem de pleno accordo com a declaração feita por Mr. Kent durante a Convenção Paramount de 1927-28 dizendo que o novo programma da Companhia seria the whole show... isto é — todo o espectáculo.

GERMAN PICTURE IN NEW YORK THEATRE FOR INDEFINITE RUN

"The Peaks of Destiny," an Ufa production released in America by Paramount, is now at the Cameo Theatre, New York City, for an indefinite run. It has already met with a very fine reception from both press and public.

EMIL JANNINGS IN JAPAN

Two phases of the campaign to put over Emil Jannings in his first Paramount picture, "The Way of All Flesh," in Japan. At left is a single sheet herald, and below is a newspaper advertisement. Both of these pieces of publicity carry the name of the theatre—the Hogaku-Za — both carry the Paramount Trade mark, and both carry the intimation that the stellar offering is a Paramount Picture.

AT RIGHT. Reproduction of Tokyo (Japan) newspaper advertisement for "The Way of All Flesh," and other attractions. Note that the Paramount Trade Mark is inevitably present.

SPAIN. Two pages from a Barcelona, Spain, publication that are as truly and typically Paramount as the Paramount Trade Mark itself. The issue was of September last, and these two pages were not the only ones to carry Paramount material. The advertisement at the right is one of the most forceful linkings of the Paramount Stars with the Paramount Trade Mark that it has been our good fortune to see. Our congratulations are extended to all of those Legionnaires of Division 15 who were responsible for this inspiring piece of work.

You'll Find a New Song of Life—
this Paramount Week, for the best theatres are offering the world's greatest successes in motion pictures. The newest plays and stories by the most popular and famous authors have been made into Paramount Pictures for your enjoyment, not only during this Paramount Week, but every week in the best theatres.
Let the Paramount trademark be your guide to "the best show in town." There's a theatre nearby screening Paramount. Make up a party to-night—take the family along—enjoy a new song of life this
PARAMOUNT WEEK
Paramount Week is September 5th to 10th. Here are some of the big Paramount Pictures you will see at the best theatres shortly.

GILDA GRAY Cabaret	HAROLD LLOYD THE KID BROTHER
"THE TELEPHONE GIRL" with MAUDE BELLAMY, LAWRENCE GRAY, MAY ALLISON and MALE HAMILTON	GARY COOPER "ARIZONA BOUND" with BETTY JEWEL
RICHARD DIX "KNOCKOUT REILLY" with MARY BRIAN, a story of the famous case that will make you thrill.	WALLACE BEERY in the story of the famous poem, "CASEY AT THE BAT" with FORD STERLING and ZASU PITTS
"TOO MANY CROOKS" with MILORIO OAVIS, GEORGE BANCREFT, LLOYD HUGHES, EL BRENDL and others.	"OLD IRONSIDES" with ESTHER BALSTON, WALLACE BEERY, GEORGE BANCREFT, CHARLES FARRELL and JOHNNIE WALKER
"LOVE'S GREATEST MISTAKE" with EVELYN BRENT, JAMES HALL, WILLIAM POWELL, JOSEPHINE QUINN	"SPECIAL DELIVERY" Eddie tells of the humors of the postman and is aided and abetted by JOBYNA BALSTON and WILLIAM POWELL.
"THE FLAG LIUTENANT" Starring HENRY EDWARDS and produced with the co-operation of the British Admiralty.	"WINGS" Starring CLARA BOW, Charles Rogers, Richard Arlan, and Special Cast.

IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN



THE FOREIGN LEGION PLEDGE



BELGIAN VICE-CONSUL LAVISHLY LAUDS PARAMOUNT'S "WINGS"

From a host of straight-from-the-heart tributes to "Wings" during its current super-successful season in New York, we have singled out the following one from Belgian Vice-Consul Charles Hallaert, of the Consulat de Belgique, 25 Madison Avenue, New York City, and sent to Paramount's Foreign Department during the early part of November:

Dear Mr. Geyer:—

In response to your kind invitation I recently witnessed a showing of "Wings."

I have seen many "war pictures," but I can truthfully say that this is the only authentic picturization of the World War, that it is the only one in which the war scenes are absolutely true to fact. I believe that I am competent to make this statement as I had the advantage (?) of seeing the war during five years from almost every conceivable position and was wounded in action.

If I have one criticism to make, it is that the scene in the Paris Cabaret is a little too long...but perhaps, this only heightens the suspense for the scenes of the great offensive which follow.

Permit me to congratulate your company and all those who contributed to the making of "Wings," which can only be called a magnificent achievement. It is indeed a thrilling epic of the air. But it is more than an epic of aviation. It gives a truly convincing picture of the war; it describes the horrors of war, and therefore, it is, in my estimation, the best bid for peace that has ever been made through the medium of the screen. These reasons will count heavily for the success of "Wings" abroad.

With many thanks for your courtesy and with sincere good wishes for the continued success of "Wings" and for your organization, I remain,

Very truly yours,
(Sgd.) Charles Hallaert,
Vice-Consul for Belgium.

DULUTH HERALD CALLS JANNINGS "GREATEST SCREEN ACTOR"

The Duluth (U. S. A.) Herald, which has the largest circulation of any newspaper in Minnesota outside the twin cities, commenting editorially on Paramount's "The Way of All Flesh," calls Emil Jannings "The Greatest Actor."

The editorial, in part, read:

"Emil Jannings in 'The Way of All Flesh' at the Lyceum this week, confirms an impression taken from his work in 'The Last Laugh' and 'Variety.' This impression is that he is by far the greatest actor on the screen.

"No doubt about that remains after seeing his performance in this poignant story of humdrum life in which, really, he plays three parts, representing three episodes in the life of a German-American bank cashier of Milwaukee.

"Though the title is taken from Samuel Butler and the play itself carries a suggestion both of 'The Last Laugh' and 'Stella Dallas,' it wrenches the heart-strings, and it is interesting if only because it stamps this man Jannings as the world's greatest screen actor."

"BEAU GESTE" WINS PHOTOPLAY MEDAL

The Photoplay Magazine Gold Medal for the best film released during 1926 has been awarded to Paramount Famous Lasky Corporation for its production of "Beau Geste," according to an announcement in the December issue of Photoplay Magazine.

The Medal was created by Photoplay to encourage the making of better pictures. The Gold Medal picture of the year is decided by

THE INSPIRING LEADER OF PARAMOUNT'S FOREIGN LEGION



Newest portrait of Mr. E. E. Shauer, taken the day before he sailed for Europe.

Photo by Lewis F. Nathan

votes from readers of the Magazine and it is the only award in all filmdom coming direct from the motion picture fans themselves.

This is the seventh annual award of a Photoplay Gold Medal. The previous winners were: "Humoresque" in 1920; "Tol'able David," 1921; "Robin Hood," 1922; "The Covered Wagon," 1923; "Abraham Lincoln," 1924; "The Big Parade," 1925.

It is noteworthy that this is the third time a Paramount picture has been accorded this high honor. The first was "Humoresque," second, "The Covered Wagon" and now, "Beau Geste."

TWEE NIEUWE ORGANEN

Het is ons deze maand een groot voorrecht twee nieuwe aanverwante organen welkom te heeten in ons midden. De Parufamet in Berlijn publiceert thans een blad van vier paginas, 'Volldampf Voraus' geheeten, dat met zijn schat van allerhande informaties en nieuws, enthousiasme uitstraalt. Het andere orgaan wordt door de "Blue Ribbon" groep in Australië uitgegeven onder den veelzeggenden titel 'The Whole Show.' Otto G. Doepel, de Chef der Propaganda Afdeling, heeft de redactie op zich genomen. De naam is natuurlijk in overeenstemming met de leuze van den Heer Kent, die op de conventie verklaarde, dat Paramount in 1927-8 'the whole show' zou worden.

BANCROFT HAS TRUE INTERNATIONAL PICTURE MIND

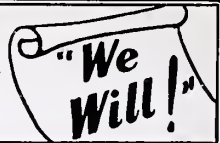
Legionnaires in Home Office were highly pleased to have a visit from George Bancroft during the star's visit to Home Office early last month.

In New York primarily for vacation purposes, and to look over the dramatic shows, the star of "Underworld" made an early call on Mr. Shauer, and then made himself known to the remainder of the Legionnaires. It was particularly interesting to note that Mr. Bancroft, who has circled the globe three times, was most anxious to gather frank opinions as to how he could so better his work that his art would appeal not only in one country, or several countries, but in all countries. He realizes, perhaps more so than any other star we have met in more than a year past, that the screen has an international appeal, and he is putting into his work those touches which bespeak as much an understanding of the peculiar problems of the Foreign Department as they do those of the Domestic Department.

In other words, George Bancroft has what we are pleased to term an "international mind." He is happy in the realization that he is making pictures for all the world; and we are happy in the knowledge that he has this viewpoint and that his pictures are going to show it.



THE FOREIGN LEGION PLEDGE



THE COVER THIS MONTH

On the cover of this issue we have endeavored to picture Santa Claus not knowing to which countries to deliver the Desks. Of course there is a problem for Santa, since the result of the Contest for the Desks will not be known until February 1st, when the standings as at December 31st will be published. Maybe you still have time for a little extra spurt.

ZWEI NEUE ORGANE

In diesem Monat haben wir das Privilegium, zwei neue Organe offiziell begrüßen zu dürfen. Das eine Organ ist "Vollampf Voraus," und wird von der Parufamet in Berlin herausgegeben. Es ist ein Enthusiasmus ausstrahlendes Blatt, dessen alle vier Seiten voll der wirkungsvollsten Neuigkeiten sind. Das andere Organ besteht auch aus vier ausserordentlich interessanten Seiten und kommt vom Blauband-Bund in Australien, Neuseeland, Java und Malacca. Es trägt den prachtvollen Namen "Die Ganze Schau" (The Whole Show) und wird vom Direktor der Propaganda-Abteilung, Otto G. Doepel, herausgegeben. Der Name "Die Ganze Schau" nämlich steht selbstverständlich auf derselben Basis mit Herrn Kent's Erklärung: "1927-1928 ist "Die Ganze Schau."

DE TEEKENING OP DEN OMSLAG VAN DEZE EDITIE

stelt Santa Claus voor, niet wetend aan wien hij de lessenaars moet geven. De goede Sint zit natuurlijk in een lastig parket, omdat de uitslag van den wedstrijd om de schrijftafels pas op den 1n Februari bekend gemaakt wordt, d.w.z. de stand der ploegen in de lessenaarcompetitie op den 31n December. Misschien hebt ge nog wel tijd voor een extra spurt.

LA CARATULA DE ESTE NUMERO

No sabiendo a qué países irán a parar los escritores, no nos hemos atrevido a publicar en la carátula de este número una alegoría de Santa Claus, ya que los resultados del concurso no serán conocidos hasta el primero de febrero y las cifras que tenemos en diciembre pueden ser alteradas. Tal vez aún es tiempo de que usted, lector, se ponga a la cabeza y... los escritores vayan a su oficina. ¡De menos nos hizo Dios... y en menos tiempo!

THE VERY BEST SCOTCH



ESCOZIA. El escocés más famoso, Sir Harry Lauder, aparece como protagonista en *Huntingtower*, una producción inglesa que la Paramount distribuye en casi todo el mundo. La bella actriz rusa, Vera Voronina, caracteriza la protagonista.

SCOTCH. The most famous Scotchman in the world—Sir Harry Lauder—who stars in "Huntingtower," a British production from the novel of John Buchan. The picture is to be released throughout the majority of the world's countries by Paramount. Vera Voronina, Russian star, is leading woman.

SCOTCH. Sir Harry Lauder, de beroemdste Schot van de wereld speelt de hoofdrol in een Engelsche productie, de "Huntingtower" genaamd. De film is gebaseerd op den roman van John Buchan en wordt in de meeste landen door Paramount gedistribueerd. Benevens Harry Lauder, kan men ook Vera Voronina, de Russische Filmdiva in de "Huntingtower" zien.

SCHOTTISCH. Der berühmteste Schotte der Welt—Sir Harry Lauder—hat in der britischen Produktion "Huntingtower," nach dem Roman John Buchans, die Hauptrolle inne. Der Film wird im Verleih der Paramount in den meisten Ländern der Welt erscheinen. Vera Voronina, der russische Stern, ist die Gegenspielerin.

דער בארימטער סער הערי לאודער

דער בארימטער שאטלענדישער לאנדסמאן אין דער גאנצער וועלט, סער הערי לאודער, איז דער סטאר פון דער מיאוי, „האנטינגטאווער“, וועלכע איז פראדוצירט געווארען אין ענגלאנד. די מיאוי איז צוערשט געשריבען געווארען אלס א ראמאן פון דזשאן פיוטשאן. ווער א וועראניע איז די סטאריכע פון דיווען בילד, און די פיקטור וועט געצייגט ווערען דורך דער „פאראמאונט“ איבער דער גאנצער וועלט.

LAJOS BIRO RETURNS TO PARAMOUNT STUDIO

Lajos Biro, screen writer and playwright, who has the unique (in Hollywood) record of never having authored an unsuccessful screen play, has returned to the Paramount studio from a two-months trip to Europe.

Mr. Biro spent most of his time in his former home Budapest, and while there attended the European premier of "Hotel Imperial," the Paramount screen version of his "Hotel Stadt-Lemberg."

A Capa da Presente Edição

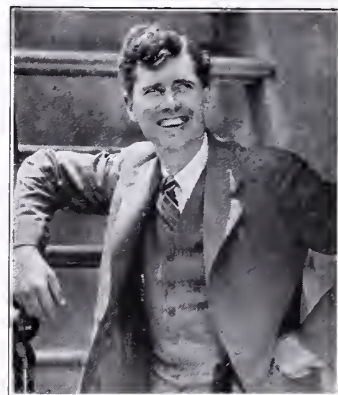
Na capa desta edição fizemos aparecer o nosso santo do Natal—o bondoso Papá Noel que desta vez não sabe a quem fazer entrega da carteira do primeiro premio. Naturalmente que o famoso velho havia de se encontrar nesta contingencia, pois somente em fevereiro é que a posição do concurso referente a 31 de dezembro será publicada. Portanto, ainda ha tempo para dar mais um achegashinho—si isso si fizer preciso...

EN TODOS LOS IDIOMAS

Sin duda habrá notado que últimamente venimos insertando en estas páginas anuncios de las películas Paramount en todos los idiomas y de todas las partes del mundo. Queremos continuar esta obra y para ello pedimos la cooperación de todos. Si usted ve un anuncio que por su originalidad es merecedor de que aparezca en estas páginas, no pierda tiempo en remitirlo. Nosotros se lo agradeceremos infinito.

WHAT HE DOESN'T KNOW ABOUT FILM—

We are mighty happy to introduce you to Mr. Frank Garbutt, who is general manager of Paramount's Hollywood Laboratory. Modestly we sum up our pride in knowing him by telling you that he is responsible for the promptness in despatch, and the perfection



Frank C. Garbutt

in quality, of every foot of film which comes from Hollywood. He is a grand chap personally, and a staunch friend and firm admirer of Paramount's Foreign Legion. He holds several offices in the Paramount organization, and is vice-president of the Paramount Studio Club.

D'ECOSSE. L'Ecossais le plus fameux de toute la terre—Sir Harry Lauder—est la vedette de "Huntingtower," un film Anglais, tiré du roman de John Bucan. Ce film sera distribué par la Paramount dans presque tous les pays du monde. Vera Voronina, vedette russe, a le premier role supportant Sir Harry Lauder.

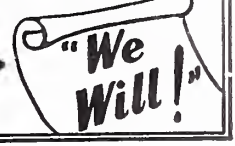
SCOZZESE. Il più famoso scozzese del mondo—Sir Harry Lauder—che ha una delle parti principali in "Huntingtower" ("La torre di caccia"), una produzione inglese dalla novella di John Buchan. La cinematografia verrà messa sul mercato delle principali nazioni del mondo dalla Paramount. Vera Voronina, stella russa, ha la parte principale della donna.



GREETINGS, "RED HAIR." Clara Bow, Paramount star, avers that it is not only necessary to break into the papers these days to gain publicity, but one must also break into the calendar. Of course, if you must break into the calendar, be sure and pick out December for the month, because Christmas has a habit of failing in that month every year.



THE FOREIGN LEGION PLEDGE



THE PARAMOUNT PEP CENTRES OF GREAT BRITAIN



AT TOP. First is the Birmingham branch, with Branch Manager Corper standing directly below the Paramount Trade Mark on the entrance. Second is Manchester branch, with Manager Harris in front of the wall between the two buildings. Newcastle branch is third in the top row. District Manager Ike Collins

is standing in the centre of the entrance, and immediately to his right is Branch Manager Ledger. Fourth in the row is Leeds Branch, with Branch Manager Gilpin standing on the step, entirely surrounded by the fair sex. CENTRE ROW. Dublin Branch is at the left. Branch Manager Bell is at the extreme left, and

next to him is Auditor Charles Coburn. Cardiff Branch is at the right, with Branch Manager Hancock standing directly in front of the partition between the two windows. BOTTOM ROW. Glasgow Exchange at the left, with Branch Manager Hamson seated in the centre. London Branch in the centre, with Branch Manager Bate seated in the middle of the picture. At the right is the Liverpool Branch, and Branch Manager Nisbet is in the centre, the man with the smile.

LEADER OF DIVISION ONE CONSIDERS THE FUTURE IN THE LIGHT OF PERFORMANCE ALREADY ACHIEVED

The British Branch of Paramount, handling the Distribution of Paramount Productions throughout Great Britain, Northern Ireland and the Irish Free State, has had a varied career in its Corporate existence dating back to 1912.

Some of you will recall the little history of this Company which I related at the last New York Convention. It started first as a private Company owned by English shareholders, who purchased the rights on Paramount Pictures for distribution here. Later the distribution arrangement was changed to a percentage basis, and later on we purchased the control of that Distribution organization; and as a final move, we now own same as a 100% subsidiary of the Parent Company.

During this period of years I am very happy to say that the spirit and standard of Paramount ideals has been absorbed by this or-



John C. Graham
Leader of Div. 1.

THE STALWART RESPONSE OF MERRY OLD ENGLAND

You were told last month of how the Legionnaires of Great Britain had been invited to contribute material for a Division One section of The Foreign Legion Pledge. You were told, also, that at the time of going to press this material had not arrived. That announcement beat the arrival of the material by a matter of split seconds, and the only reason why the contributions from Great Britain were not here on time was the fact that there were so many of them that a special steamer had to be hired in order to carry the shipment from Bristol to the Bronx, or from Harwich to Hoboken (or whatever the two ports were).

With which introductions, please permit us to bring you face to face with the grand array of sentiment, slogan, challenge, achievement, prophecy, effort, prediction, symbolism, significance and etcetera produced by Division One of Great Britain. If there are any apologies (and there are!) they are solely concerned with the fact that space requirements have in a few instances made pencil and shears necessary.

ganization and has been strongly reflected in the minds of the Exhibitors and in our dealings with them. We therefore feel, as we sit today and look back over the past years, that Paramount has now become an institution in this territory; its personnel is respected by all members of the Industry, and its stability is well grounded in the minds of the Exhibitor. One of the most important phases of English business life, is that word "stability." Any business concern here, must pass through a period of years before the Trade, as a whole, puts it into the "stability" class. This is not brought about by sudden and varied changes in the personnel; on the other hand, it is accomplished by the slow, patient and steady training of the personnel of any organization until its customers have full confidence in their daily operations. It has been our en-

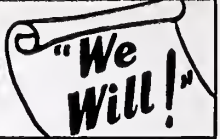
deavor here to mould this kind of an organization and have same synonymous with the strength and stability of Paramount as same exists in other parts of the World.

In our business operations, we have therefore proceeded along the lines of an analytical digest of the possibilities of business throughout the territory. We have not at any time assumed that it was possible for us to handle more than our fair share of the business. We have never assumed that our Competitors did not have a right to their "place in the sun." We have simply bombarded each and every possibility in our continued effort day after day; week after week; month after month; year after year. To arrive at as near the maximum results as possible in this effort, we have endeavoured to adjust this business

(Continued on page 19)



THE FOREIGN LEGION PLEDGE



"Division One Will Be Division Won"—They Claim

MONTAGUE GOLDMAN PLEDGES DIVISION ONE HEART AND SOUL

The fact that last year was the biggest year for business in the history of the Paramount British Organization is regarded with no small pride by the Boys of Division No. 1.

But, if you Legionnaires of other Divisions are under the impression that we are now basking in the sunshine of past achievement, let me tell you I have convincing proof that the actual fact is just the reverse.

These words are written after recently completing a tour of the various exchanges comprising the Great Britain Division. In every territory I found our Boys keyed up with enthusiasm and determination to not only equal last year's results but to try and make new records for Paramount in the present Releasing Year 1927-8.

Will we succeed? Well, look at the array of Productions we are now handling:—"Chang"—that marvelous film, justly acclaimed as one of the greatest achievements in screen history; "Sons of the Sea" ("Old Ironsides"), a veritable broadside of Motion Picture Entertainment; "The Trumpet Call" ("The Rough Riders") Pola Negri in "Hotel Imperial" and "Barbed Wire"; "The Sorrows of Satan"; "The Way of All Flesh"; "We're in the Navy Now." These are but a few of the wonderful highlights in our Product for the current year.

If further success comes—as I am confident it must—from such whole-hearted concentration and determination as I see every member of our Sales Force putting forth, in the united desire to prove, in the practical language of £:s:d., our appreciation of the efforts of the Production Department in giving us such a galaxy of Box Office winners, then there is no doubt the result, so far as the United Kingdom is concerned, will be Division No. 1. - - - Place No. 1

Believe me,

Ever yours loyally for Paramount,
MONTAGUE GOLDMAN,
Manager of Distribution.

A THOUSAND MIGHTY PRAISE SONGS ABOUT "CHANG"

London has never bestowed greater praise upon any picture than that given to "Chang."

We have been inundated with British reviews on the picture and it had been our intention to reprint them here, until we found that with even the smallest type, the excerpts would occupy at least a half score pages.

They have come to us in broadside announcement, advertisement, and in every other conceivable form; and we wager that the unending avalanche of them must have been as a song of great gladness to Mr. J. C. Graham.

We take space here, therefore, to record the fact that Great Britain has wrought marvelous things with "Chang," and that if any other Division is out to clip this record—they are going to have to do some mighty tall clipping.

WHERE MUCH OF THE CREDIT FOR CURRENT SUCCESSES BELONGS

By **FREDERICK MARTIN,** Director of Publicity and Advertising

Paramount Advertising owes a great debt to the high powered show-sense of the Department of Production which is providing a continual stream of fine, bright, snappy themes with which to inspire high desire in the mind of Friend Exhibitor. For it is the theme that we sell in our market, then the story around the theme, and then the artistes who interpret
(Continued in Column Three)

"Chang" Makes History By Being Placed in Archives of the British Museum

Desiring to preserve the unique shots of wild animal life contained in "Chang," the British Museum, London, has accepted a copy of the film from the Paramount Famous Lasky Corporation. It is believed by zoologists that many of the animals which appear in "Chang" will be extinct in fifty years from today. Mr. John Cecil Graham, managing director of the Famous-Lasky Film Service, London, handed over the casket, which was received by Mr. C. Tate Regan, F. R. S. the Director of the Museum, Dr. W. T. Calman, F.R.S. Keeper of Zoology and Dr. G. F. Herbert Smith, secretary of the Natural History section. The casket contained:

1. A complete copy of "Chang" together with a full description of the methods employed in taking the film.

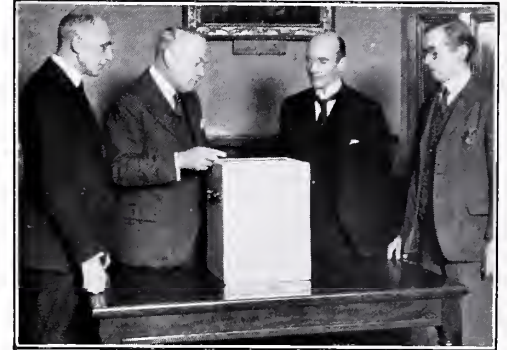
2. The gramophone records made by the Columbia Gramophone Company of the actual noises recorded in the Zoological Gardens, London, together with a description of their recording processes.

3. A statement by the Graham Amplion Company of the methods employed in reproducing the animal sounds during the presentation of "Chang" at the Plaza Theatre, London.

The casket was hermetically sealed and was deposited in the vaults of the British Museum with instructions that it is not to be opened until September 4th, 1977, exactly fifty years after the premier presentation of the picture at the Plaza Theatre, London.

PUNCH FROM LONDON "PUNCH"

Recently the oldest and most world renowned humor magazine — London "Punch"—carried a full page review on "Chang." This act was in itself unprecedented in the history of "Punch" and to the exhibitors of Great Britain it was supremely significant of the greatness of the picture.



The photograph was taken in the board room of the British Museum (Natural History Section). This is the first time the Museum has accepted a motion picture to be kept for historical records.

SOME OF LONDON'S TRIBUTES TO "THE WAY OF ALL FLESH"

Following the trade preview of "The Way of All Flesh" in London, the critics of the foremost newspapers of the British metropolis came to light with a barrage of the most laudatory praise that the motion picture industry of Great Britain has ever known. The following are a few excerpts, just to give you an idea of the extent of this praise:

Jannings gives a performance that should make the film a screen classic (Daily Telegraph): Wins the right to the title of the world's greatest screen actor... Amazing study by Emil Jannings... Gives a performance that for insight into character is unequalled. It even surpasses his hotel porter in "The Last Laugh" (Westminster Gazette): Jannings renews his claim to be regarded as one of the screen's finest players (Daily Mail): Wonderful Jannings (Reynold's): Few will be able to resist the power of Jannings' art (Morning Post): The acting of Emil Jannings in this film is not only the best work he has yet done, but it is the most expressive, natural and pathetic which the screen has given us within my experience (Daily News): Emil Jannings is the greatest screen artiste in the world (Kinematograph Weekly).

BRITAIN'S BREEZY BROADCAST BARRAGE CONTINUES

Last month there was due notice given to the eminently fine work being done by Publicity Director Frederick Martin and his peppy gang of English publicists. Since then, "Service" magazine has continued to come along each week, its covers bulging with news, broadsides, announcements and a lot of other what-nots. Much of the news published and reproduced in this issue of The Foreign Legion Pledge has come from "Service," grateful acknowledgment of which is made herewith.

Victor Fleming is a director of imagination and resource... He has in no way 'destroyed' Jannings, transplanting him from Berlin to Hollywood (Morning Post): Magnificent production which will prove a success everywhere. Emil Jannings' greatest performance (Bi-scope): Rare entertainment of the type which increases the prestige of the industry, makes new patrons, and sets a standard of acting and realism for producers and players throughout the world (Cinema): It is a film to see and to see again, and to hold as a delightful screen memory (Daily Film Renter).

WHERE MUCH CREDIT (Cont. from Col. 1) the story of the theme.

However fine the old plays were in the gay nineties, they were just plays which were produced by experts to be sold to equally high authorities in scene-chewing and corset-bulging.

We have to sell to a man who has an abundance of good business sense, but by no means so wide a knowledge of public taste as the old-time theatrical managers had.

Shakespeare couldn't write an ad, capable of selling a three-day booking on "Oedipus Rex" to the modern British picture theatre man, for the latter wouldn't know whether it was a racehorse or a corn salve. But, serve up Clara Bow in "It", and you instantly summon up visions of the life that leads melodious days. "It" is a theme the exhibitor knows something about, and of which quite probably he was a connoisseur long before the days when Elinor Glyn started her conducted tours into Balkan bedrooms.

"It" is only one of dozens of objects of my gratitude to the Production Department, and it is because of their uncanny gift for acquiring themes that are live and of to-day that year after year business is leaping from peak to peak, and that Paramounters the world over are calling for the increase of their quotas.

MORE GREAT BRITAIN NEWS (Page 19)



THE FOREIGN LEGION PLEDGE



Division One Thunder Challenge to the World

"GREAT THINGS DURING 1928"
Says HARRY D. NISBETT
(Branch Manager, Liverpool)

I am proud to say that the Liverpool Boys and Girls always look forward with keen anticipation and are thrilled when they read the inspiring messages of the wonderful progress of the Paramount Foreign Legion so ably put forward by Mr. E. E. Shauer. We are more enthusiastic than ever in displaying that fighting spirit which has placed Paramount where it rightly belongs. With the help and guidance of Mr. J. C. Graham and his Executives, and with such wonderful productions as "The Trumpet Call," "Barbed Wire," "The Way of All Flesh" and "Chang," we have no hesitation in saying that we will not only maintain the tradition of Paramount, but make 1927-28 a year of great achievement.

THE TRUMPET CALL
By D. GILPIN
(Branch Manager, Leeds)

The Trumpet Call has been sounded, and the Leeds Branch has now one fixed determination, and that is to beat the figures which were delivered as the total business of the 1926-27 year.

With the advent of Short Features, we are already being amply repaid by obtaining contracts from theatres which run all our regular releases, and consequently we shall have the satisfaction of seeing complete programmes made up of Paramount Productions, and by that, still further cementing our wonderful Trade Mark.

As the Paramount Building acts as a beacon light to ships entering New York Harbour, so do Paramount Pictures when billed in Yorkshire Theatres act as a magnet for the Public. Look to Yorkshire making the New Year A BIG YEAR.

THE PARAMOUNT SENTIMENTS OF DIVISION MANAGER, BEN SIMMONS
(Leeds, Liverpool, Manchester and Dublin territories)

From the Branch Manager to Errand Boy, at the Paramount Offices of my Division, one can readily recognize speed and efficiency. This is due to the ability of Mr. J. C. Graham and his Executives who have spent many years in training each one of us to have the Paramount initiative.

Our Salesmen are striving hard to keep up the standard we had built for many years and I am confident that at the final check-up my Division will measure up to the expectations of our Chiefs.

Efficiency is our pass-word and we cannot fail.

WHAT 1928 SHOULD FIND
By HAROLD WALKER
(District Manager, London, Birmingham and Cardiff territories)

To all my fellow Legionnaires I send warmest good wishes.

Looking back over the past year with its aftermath of the General Strike, I am more than delighted with the wonderful enthusiasm shown by Branch Managers and Salesmen. Undaunted, they have kept attacking and I feel sure that in the new offensive in the coming year they will sweep forward over a very wide front. They assure me that the advent of the new high explosive "Chang" is already having a most satisfactory effect, aided by the new grenades of the "Senorita," "Knockout Reilly" and "Way of All Flesh" type.

1928 should see the Paramount Banner floating over citadels that have hitherto proved invincible.



MEL JOINS THE RANKS OF FAME.

We know of no spot in all of London which has witnessed the photographing of more famous people than the entrance to 166 Wardour Street. This spot happens to be the entrance to London's Paramount House, and on or near its doorstep there have faced the camera hundreds of princes, emirs, wazirs, potentates, sultans, statesmen, authors, rajahs, presidents, featured players, marajahs, premiers, executives, czars, kings, studio officials, earls, dukes, baronets, barons, viscounts—and now Melville A. Shauer, Ad sales Manager of the Domestic Department, now in Europe making an acute and accurate survey of conditions prior to assuming the Ad Sales Managership for the entire world.

He is photographed in company with Frederick Martin, director of publicity and advertising for Great Britain.



GREAT BRITAIN'S (Division One)

P. F. B. DRIVE RESULT

GLASGOW	114.62
DUBLIN	101.28
Cardiff	98.75
Leeds	94.28
London	93.19
Birmingham	92.68
Newcastle	89.95
Manchester	84.51
Liverpool	76.69

SALESMEN

LEE	122.34	Terr.	
COWAN	118.65	GLASGOW	2
Barnard	113.76	GLASGOW	3
Supper	109.87	Glasgow	1
Savage	108.31	London	3
Goldman	108.18	London	4
Gogan	105.38	London	2
Murphy	104.06	Dublin	2
Morris	102.73	Dublin	1
Gross	102.23	Cardiff	1
Mitchell	101.86	Leeds	3
King	97.53	Leeds	1
Larson	96.67	Cardiff	2
Bays	96.23	Newcastle	1
Marks	93.76	Birmingham	1
Birley	92.10	London	6
Wild	88.20	Birmingham	2
France	85.69	Manchester	1
Jay	84.35	Manchester	2
Hyman	83.88	Leeds	2
Gray	83.65	London	2
Abbey	79.97	London	7
Gillick	79.20	Newcastle	2
Goodman	77.80	London	5
Dickinson	76.94	Liverpool	1
		Liverpool	2
		London	1

THE SENTIMENTS OF DIVISION ONE

Expressed by Mr. E. AYRES, Secretary

Greetings and Good Wishes to all serving under the banner of Paramount, whether they be on land or water.

The British Legion at the moment has its special difficulties, but, stimulated by the Spirit of Paramount we shall surmount them, and prove ourselves a worthy section of the great organization to which we all have the honour to belong.

"MY BRANCHES ON THEIR METTLE"
Says DISTRICT MANAGER I. COLLINS
(Newcastle and Glasgow territories)

The outlook in my division is substantially better than has been the case for a considerable time, and the underlying strength of my two "Lieutenants" gives me encouragement. There are indications that during the following months things will become still better.

The 1927-8 Programme is being embarked upon on an extensive scale, and good results have been shown through the activities of Messrs. T. Ledger and J. Hamson of Newcastle and Glasgow respectively, who are possessed of an indomitable will to excel each other.

According to the figures last printed, Glasgow held the foremost Branch position, and since then Newcastle has gone 'all out' to oust them from their coveted position. Both branches are on their mettle, and I have every confidence that I shall see them at the top of the ladder when the final results for this year are published.

"WE ARE ON THE RIGHT ROAD!"
SAYS NEWCASTLE BRANCH
MANAGER, T. LEDGER

With our 1927-8 Programme now well under way, I feel that we are on the right road, and it is a reasonable assumption to assert that success has attended the efforts of this Branch during the past few weeks, and also that the results we have shown will be surpassed. It is our intention to transform hopes into realizations, and we are going forward into the future with a grim determination to accomplish record results. We are all desirous of seeing this Branch on top, and are equal to the task. The principle demands the best, and in that direction lies the realization of our wishes.

"ARRAH!"—Says J. J. BELL
(Branch Manager, Dublin)

"Attaboy" is an expression used in the United States. Mr. Simmons, our District Manager, when he visits our Branch will not use this word, although he has only recently returned from the New York and Chicago Conventions. His slogan is "Arrah." This is Irish for "pep" and I must say that we in the Emerald Isle put so much "Arrah" into our work that ultimately we will prove to the English Branches that we are miles ahead of them.

Watch Ireland, and "begorra" we mean to top the list.

"CHANG" HAS CAPTIVATED BERLIN

When Mr. Ike Blumenthal wrote from Berlin on November 1st his comprehensive letter contained, among other items of interest, the information that "Chang" was then in its 10th week at the UFA Pavilion Theatre. The ace-high jungle melodrama was still at the Pavilion when these lines went to press.

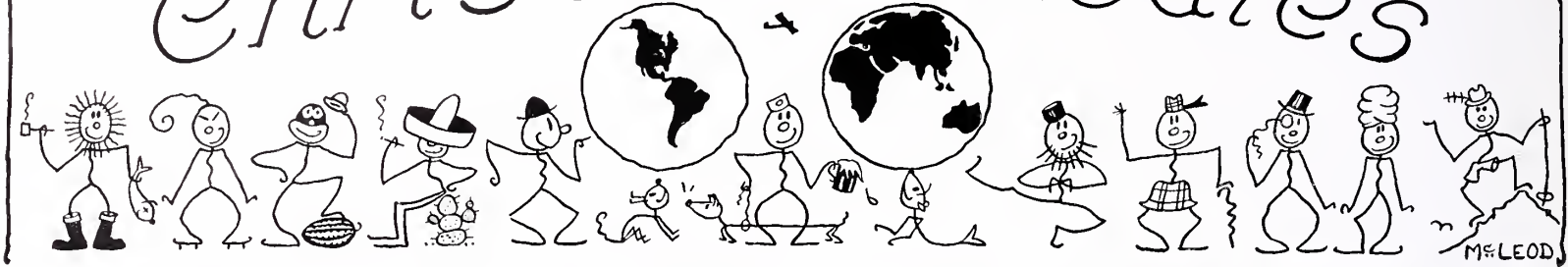


THE FOREIGN LEGION PLEDGE



They Tickle the Latitudes and Longitudes of the World!

Christie Comedies



CHARLES CHRISTIE ENTHUSED OVER EUROPE'S RECEPTION OF PARAMOUNT-CHRISTIE COMEDIES

Charles Christie, vice-president and general manager of the Christie Film Company, which releases its product through Paramount, has returned from a tour of European Paramount exchanges. He visited Paramount's foreign offices in Great Britain, France, Germany and other European countries.

Mr. Christie stated that Paramount has started distribution of the new series of Paramount-Christie comedies in thirty three countries outside of the United States and Canada, and he was singing the praises of Paramount's representation in the foreign field which will make this series of comedies more widely distributed, it is believed, than any other of the popular brands of American comedy pictures.

"While it is true," he said "that Paramount has had the foreign distribution of our product for the past three years in many countries of the foreign field, it is now handling them everywhere. The Christie product will be used in many countries which were not regularly sold before. Paramount's Foreign Legion has done a remarkable job of supplying film to the world and has proceeded on the sound basis of regarding the wishes of their customers, not only in avoiding subjects which would be uninteresting or offensive to any nationality, but also in catering to their demand for certain types of pictures.

"This is the same policy on which we began to operate in 1916 when we made the first Christie comedies. For we realized that we could not have existed without the foreign trade. It has always been a source of great pride in our small producing organization that we were shipping prints to such countries as England and Australia within one month of the release of our comedies in this country.

"Europe and other foreign countries are rapidly catching up with American release dates even in the countries where a few years ago they were many months behind. It is very gratifying to know that on our first Paramount-Christie comedy, "Short Socks," released in August here, sixty-seven prints have already been sent forward to Paramount's

LEGIONAERE IN NEW YORK

Drei bekannte Mitglieder der Paramount Fremdenlegion statten der Zentrale augenblicklich einen Besuch ab, und zwar: Frederick Lange, Direktor für Argentinien, Südamerika; R. "Bob" MacIntyre, vertretender Direktor für Japan; und John E. Kennebeck, Direktor der Verkaufspropaganda des Blauband-Bundes in Australien. Alle drei sahen die Schreibtische und alle drei waren auch im Turm des Paramount Gebäudes. Deshalb möchte ich bemerken: "Aufgepasst auf Wirbelstürme in drei verschiedenen Teilen des Globus in der allernächsten Zeit!"

foreign offices in thirty-three countries, and this does not include the large print order for England alone, nor many of the countries to be supplied later. For instance, France alone is using seventeen prints of the new Christie Comedies for a first order and it is likely that this number may be increased.

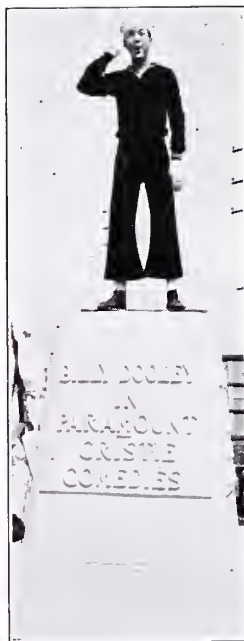
"Comedies are extremely popular abroad especially in the large houses, such as the Plaza in London, where "Dr. Quack" was playing the week I was there. Just exactly the same things which are funny to the people seeing pictures in New York are amusing to the people of practically any country you may name. That is if you avoid jokes of purely local interest and stick to the humorous things which could happen to anybody, anywhere."

SE HA ABIERTO AL PUBLICO LA TORRE DEL EDIFICIO DE LA PARAMOUNT

Desde el 14 de noviembre ha quedado abierta al público neoyorquino la torre del edificio de la Paramount. Desde la galería de observación, situada en el piso 36°, se puede gozar del espléndido panorama que ofrece la parte alta y baja de la ciudad, una de las vistas más hermosas de Nueva York. El público que visita la torre tiene que pagar una pequeña cantidad, pero los empleados de la Paramount tienen acceso gratis.



NATIONAL BEAUTIES from Neighboring Nations, Miss Leon McAulay as "Miss Ontario" greets "Miss California" at the Christie Studios, where both are engaged in the making of Paramount-Christie Comedies. The flags being held by the pulchritudinous young ladies are generally referred to as the Union Jack and the Stars and Stripes.



Billy Dooley

The goofy gob,
The mop-eyed slob,
The bunch of sea-sick mirth:

But all the same,
His name and fame,
Are known around the earth.

Billy Dooley.

THE FINEST TRIBUTE TO "ELEGY"

From Guatemala comes a remarkably fine story telling of the emotional power wielded by "Elegy," the Paramount 2-reel Novelty.

Manager R. A. Loomis tells of pre-viewing the picture in Guatemala City in company with the Harold Lloyd comedy, "The Kid Brother," in one of the prominent local theatres. He was present himself, sitting directly behind a couple of the roughest type of roughnecks, and as the picture commenced, accompanied by "The Elegy" itself played by violin and piano, he noted that there was considerable merriment from the roughnecks and the audience.

The picture had only gone a few feet, however, when the merriment subsided and the audience became intently alert. Able to observe the roughnecks best of all, Mr. Loomis soon perceived that the tougher of the two was in tears, weeping unashamedly. When the picture finished he was heard to say, amid the tremendous applause from the onlookers, "Damned if that picture didn't make me cry."

There is a sequel to this story, and we'll tell you THAT in next month's issue. But meanwhile you will do well to bear in mind that "Elegy," a Paramount Short Feature, is meeting with tremendous success everywhere.



THE FOREIGN LEGION PLEDGE



Paramount Short Features Winning Ground Every Day

SHORT FEATURE REVIEWS

By G. W.

INKWELL IMPS. "KoKo's Tattoo." Koko suddenly becoming very adapt with the needle, tattoos a cat on the back of his little dog friend and a great cat and dog fight ensues. Finally the fight ends under the shirt of the artist that draws KoKo. This picture certainly has a proper background, and is up to the high standard always maintained by the Inkwell Imp.

KRAZY KAT. "Grid Ironed." Krazy Kat enters the football arena and, inasmuch as his team mates are elephants and hippos it takes some time to sort out Krazy Kat from the football. After many exciting off tackle slashes and end runs we find the score tied with two minutes to go. Krazy inflates the football, uses it as a balloon and sails serenely over the goal line, thus winning the game and the audience.

CHRISTIE ALL STAR. "NIFTY NAGS." Jack Duffy races the heroine's horse against the villain's to lift the mortgage from the old homestead. The race develops into a cross country rout and after hairbreadth escapes from the villain's plots, Jack breaks the tape first, thus lifting the mortgage and winning fair Aunt Agatha who is 70 years old. This comedy contains something new in the way of thrills and should please everywhere.

CHRISTIE (Dooley): "DIZZY SIGHTS." Billy Dooley, foolish follower of the sea, decides to stay on land and immediately gets mixed up with the police. He takes refuge as a flagpole sitter and from this vantage point sees his pet girl vainly defending herself against the advances of the heavy (250 pound) villain. He falls off the flagpole, smashes through the roof and lands inside of the bank vault below, just in time to knock the president of the bank silly and capture two bank robbers and the villain that was capturing his girl. A fast moving and very funny two-reeler.



FOUR FUNNY FOREIGN FANS

There's real interest being displayed by these four Paramount-Christie stars in a recent issue of *The Foreign Legion Pledge*. And for a good reason which needs no mention here. The four players are Billy Engle, Doris Dawson (notice her wonderful eyes), Jimmie Adams and Bill Irving, all of whom are constant readers of *The Pledge*—so let's keep YOUR name prominently before them.

SHORT PHRASES ON SHORT FEATURES

- The balanced program always registers
- At the box-office
- And a good short feature
- Does the balancing. * * * *
- The Way of All Flesh and Tears
- Bobby Vernon and Laughs
- A balanced program. * * *
- Harold Lloyd and Laughs
- The Elegy and Tears
- A balanced program. * * *
- Feature the feature,
- Of course,
- But feature the Short Feature
- Also,
- In your advertising
- In your selling
- And in your thinking.

G. W.

SURVEY ON AD SPACE TO BE ALLOCATED TO SHORT FEATURES

The Exhibitors Herald (U. S. A.) is conducting a nation-wide survey of exhibitors on the question of the amount of advertising space to be given Short Features. Everywhere the paper's representatives are meeting with tremendous interest evinced in Short Features, this interest being spread over comedies, cartoons and news reels.

All exhibitors agree that a percentage of space should be given Short Features, and the amount of such space runs from 10% in a number of cases, to 25% in a great number of cases; and there are even a goodly number of instances on record where the exhibitors say that as high as 35% of the space should be given Short Features.

News somewhere in the advertisement. When selling, always include Paramount News in your sales talk. When discussing prices make the exhibitor pay full value for a product that is not only a great drawing power for his public, but is always the best News Reel on the market. — G. W.

AN ITEM OF NEWS THAT IS WORTH A LOT OF SINCERE THOUGHT

Samuel Carver, manager of the Liberty, Kansas City, has settled the question so far as his own house is concerned, and the results of his investigation should be given serious consideration by every theatre now using or contemplating the use of presentation acts in favor of short subjects.

Mr. Carver put the question directly to his patrons. He asked them whether they preferred a program of straight pictures or one composed of pictures and presentations. Four thousand, six hundred and thirty-seven patrons of the Liberty Theatre cast their votes. Out of this total 3,458 voted in favor of a program of straight pictures. Three out of every four patrons expressed a decided preference for a bill composed of feature and short subject films.

—Reprinted from one of the American trade papers.

IN ALLEN SPRACHEN

Höchstwahrscheinlich ist es Ihnen in früheren Ausgaben der Foreign Legion Pledge aufgefallen, dass wir eine Spezialität daraus machen, Filmserate aus allen Teilen der Welt zu veröffentlichen. Da wir gewillt sind, dieses fortzusetzen, appellieren wir an Ihre Mitarbeit. Wenn Sie ein auffallendes Filmserat sehen, von welchem Sie annehmen, dass es auf Seite 10 gut wirken würde, könnten Sie uns dann dasselbe übersenden, so dass wir im Stande sind, eine Reproduktion vorzunehmen? Vielen Dank im Voraus!

אין אלע שפראכען

איהר האָט וואַרשיינליך באַמערקט, אז אין די לעצטע עטליכע נומערען פֿון אונזער אויסגאַבע „אויסלענדישער לעניאן“, ווייזען מיר די אַנאַמען פֿאַר „פֿאַראַמאָנט“ פֿיקטשורס פֿון איבער דער גאַנצער וועלט. מיר ווילען דאַס ווייטער טאָן און מיר אַפּעלירען צו אייך איהר זאַלט אונז מיטהעל־פֿען. אויב איהר זעהט וואו עס איז אַ גוטעס מואַל ווינג פֿיקטשור אַנאַמע און איהר דענקט אז עס וועט זיך אַרײַנפֿאַמען, זײַט אזוי גוט און שיקט עס אונז אַרײַן, און מיר וועלען עס אַבדרוקען. מיר דאַנקען אייך אין פֿאַראַויס!

BRAZIL'S PRICELESS BOOST FOR "ELEGY"

Tibor Rombauer, manager of the Rio de Janeiro (Brazil) office, wrote a three line letter to George Weltner on the subject of the Paramount Short Feature, "Elegy." Yet had he written three thousand lines he could not have said more than this: "Elegy is a screen gem. Please help us get more of them."

GEORGE BANCROFT'S VALUABLE INTERNATIONAL MIND

We have taken space elsewhere to tell you of the New York visit of George Bancroft, Paramount star, and of the manner in which he demonstrated his possession of an 'international mind.' A mind of this type is a priceless possession to each and every one of us, and we should all do everything possible to retain possession of it. Be sure and read the article.



George Bancroft Paramount

Meanwhile, Bancroft is back in Hollywood working on his first starring picture, temporarily titled "The Wildcat."

EMPHASIZE THE NEWS REEL

Recently an exhibitor, known for his showmanship, made an important announcement. He stated that he had heretofore underemphasized the drawing power of the News Reel, and that he would in the future give it a more prominent place in his advertising and on his program. Following a custom of long standing, this exhibitor has sustained a very close personal relation with his audiences, meeting and greeting old patrons when they entered the theatre and, as they left, questioning them regarding the value of the entertainment they received.

"Lately," claims this showman, "more and more mention is being made of the News Reel. If I show my public a good picture they will tell me that they enjoyed the feature and then they generally add that the News Reel was very interesting. Should I show a feature that does not please, the trend of comment usually is that the feature was poor but that the News Reel was enjoyable."

The "signs of the times" show us that more than ever before, the public is demanding a balanced program, and that the News Reel plays an integral part in this balancing. Its value is steadily increasing and its drawing power growing in proportion.

Paramount News is an undisputed leader. Paramount News today is looked up to by competing News Reels in much the same fashion that Paramount Features are looked up to by competing organizations.

When advertising, always feature Paramount



THE FOREIGN LEGION PLEDGE



NATIONAL BOARD OF REVIEW SELECTS "THE PEAKS OF DESTINY"

Paramount is advised that the National Board of Review has selected "The Peaks of Destiny," an UFA production released through Paramount, and "Toddles," a Paramount-Mintz two-reel Short Feature, for the Photoplay Guide of popular entertainment films. They will appear in the December issue of the National Board of Review magazine.

SOUSSANIN HERE TO STAY

Nicholas Soussanin, the Russian actor, whose excellent acting in a bit of "Service for Ladies" won him a contract with Paramount, will settle permanently in America and has applied for his first naturalization papers.

It was by accident that Soussanin came to the United States instead of to France. Leaving Russia shortly after the revolution, he went to China. From Shanghai he planned to sail for Europe and try to make a new start. Then he had the misfortune to have his money stolen in Shanghai. After three months of hard labor had built up his finances somewhat, he decided to sail for America.

He landed in Seattle, Washington, and obtained a job with the street railway department as a car washer. For that he got five dollars a day.

After five months he went to Hollywood and obtained extra work in moving pictures. He got several "bits" and then gained recognition through his work in two Paramount pictures starring Adolphe Menjou. It was his work in those pictures that brought him his bigger chance in "The Spotlight," the current Esther Ralston starring picture.

In the new Ralston picture, Soussanin is a theatrical producer who makes a Broadway sensation out of a timid little girl by transforming her into a foreign type.

ITEMS OF INTEREST ABOUT "ABIE'S IRISH ROSE"

Governor Alfred L. Smith, of New York, seated at his executive desk at Albany, New York, pressed a button on November 6th and instantly started the first camera on the "Abie's Irish Rose" set in Paramount's Hollywood Studio grinding.

A few days prior to this, Anne Nichols, author and millionaire owner of "Abie," was sitting at a window wondering whom she could cast as "Rose Marie Murphy," the heroine of the piece. Nancy Carroll, New York chorus girl, was visiting James Hall, Paramount leading man. She passed Anne's window on her way out of the studio—and, well, you can guess the remainder of the story.

Two members of the original stage cast of "Abie" will appear in the same parts in the screen version. They are Ida Kremer and Bernard Gorcey. They were with the play during its six-year run on Broadway.

La TOUR du "PARAMOUNT-BUILDING"

Au sommet de l'immeuble de la Paramount, à New York, il y a une tour. Le Lundi, Quatorze Novembre de l'année 1927, la tour fut ouverte au public. La vue splendide que l'on a lorsque l'on regarde par les fenêtres des chambres d'observation du trente-sixième étage, est reconnue comme étant unique, car l'on a une vue parfaite de la ville entière de New York et de ses environs.

Une somme modique est chargée au public, mais les membres de la Paramount sont admis gratis.

RECOVERED. W. C. Fields is frisking merrily in his big role in "Tillie's Punctured Romance," having completely recovered from the fractured vertebrae sustained during the filming of "Two Flaming Youths."

Пятница, 28 октября 1927 года

СЕГОДНЯ ВЕЧЕРОМЪ № 244

Объявление.

Противъ побѣдоноснаго наступленія III-го корпуса Россійской Царской Арміи совершенно неординарное и предательское преступленіе. Лейтенантъ 7-го пехотнаго Австро Венгерскаго полка Павелъ фонъ Альмази не только убилъ лучшаго развѣдчика нашей арміи, но и уничтожилъ всѣ наши боевые планы наступленія противъ венгерской арміи.



Какъ сообщница Павла фонъ Альмази подозрѣвается нѣкая Пола Негри, служащая подъ именемъ Анны прислужкой въ гостиницѣ „Городъ Лембергъ“.

Дабы показать устрашающій примѣръ, всѣ засѣданія Россійскаго военно-полевого суда будутъ открытыми.

Первое засѣданіе назначено на 31-го октября с. г. въ помѣщеніи кино-театра „Форумъ“.

Командиръ III-го Корпуса
Генераль отъ Кавалеріи
Юшкевичъ.

LATVIA. In addition to the regular advertisements for "Hotel Imperial" during its presentation in Riga (Latvia), the principal newspapers carried this special announcement, inserted by the management of the theatre as a particular tribute to the picture's merit.

PARAMOUNT "NEW FACES" WIN PUBLIC ACCLAIM

One of the greatest achievements of the Paramount studio in the past year has been the development of many "new faces" for the screen, personalities which have "clicked" so decisively with the public at large that the pinnacle of motion picture fame is open to them, if they continue at the rate of progress they have made in the past twelve months. Eight of these new young players have shown much promise. There are many on the lot who are facing bright futures, and who were virtually unknown a year ago.

Fay Wray, Ruth Taylor, Louise Brooks, Thelma Todd, Richard Arlen, Charles Rogers, Gary Cooper, James Hall! There's the greatest landslide of talent that ever came up from the ranks in one studio in a single year.

They have been given great opportunities because they proved that they deserved them. Every time they have been called upon to portray any sort of role, they have made good and in every instance, the public has backed up the judgment of the studio executives.

B. P. Schulberg has stated that they will be given even greater opportunity in the next twelve months. It is going to be their great year. Paramount is boosting them, and they by their excellent work are boosting Paramount.

"The Last Command" Definite Title of Jannings Picture

"The Last Command" has been selected as the final title for the Emil Jannings current Paramount picture under direction of Josef von Sternberg. The picture had gone into production under the working title of "The Road To Glory." The supporting cast includes Evelyn Brent, William Powell, and Nicholas Soussanin.

CONTRACT SIGNINGS. William Powell, famous character actor, and H. D'Abbadie D'Arrast, director of Menjou successes, have signed new long term Paramount contracts.

EIN OEFFENTLICHER AUS- SICHTSTURM

Am Montag, den 14. November, wurde der Turm des Paramount Gebäudes an der Wegscheide der Welt, New York City, zum allgemeinen Besuch eröffnet. Die Aussicht von den Beobachtungstürmen in der 36. Etage werden als die feinsten New Yorks bezeichnet, da dieselben eine vollendete Aussicht auf die obere Stadt, sowohl als auf die untere Stadt New Yorks gewähren. Eine unbedeutende Summe wird als Eintrittspreis vom Publikum erhoben, jedoch Paramountler erhalten freien Zutritt.

UM FILM ALLEMAO NO PARAMOUNT THEATRE

Pela primeira vez na historia do faustoso Theatro Paramount, de Nova York, viu-se o nome de um film allemão annunciado na sua frontada. E essa pellicula era "A ULTIMA VALSA," producção Paramount-UFA, que passou pela tela do theatro durante uma semana inteira, como é do programma da casa, obtendo um magnifico successo. O film "A ULTIMA VALSA" teve tambem a primasia de ter sido o escolhido para essa semana de anniversario, pois a 19 de novembro ultimo completou o Paramount-Theatre o seu primeiro anno de existencia.

LEGIONARIOS EN NUEVA YORK

Encuéntranse de visita en la oficina central de la Paramount en Nueva York los siguientes señores: Frederick Lange, Gerente General de Argentina; R. "Bob" MacIntyre, Sub-Gerente de Japon; y John E. Kennebeck, Gerente de ventas de la divisa azul de Australia. Los tres estuvieron contemplando los escritorios y los tres subieron a la torre del edificio de la Paramount para echar una última ojeada a Nueva York. Es muy seguro que tan pronto como estos caballeros estén de vuelta en sus respectivos territorios se va a desencadenar algún ciclón... ¡Los que llevan la delantera no deben dormirse!



GIVE YOU TWO GUESSES. Here you have one of the most dazzling personalities in pictures. A star whose last three pictures have been One Hundred Percent Winners. A star who has been on our programme for a long while, and whom we will be proud to have stay on for a long while yet to come. The name we will not tell you here; but we will tell you that "She's A Sheik," and that this picture was the marvelously successful attraction at the Paramount, New York, during the Theatre's First Anniversary Week (Nov. 19th).



THE FOREIGN LEGION PLEDGE



HELD OVER

As deeply and sincerely as we regret it, space positively compels it — we must hold over until next issue certain of the contributions which came from Division One in answer to our request. In point of fact, the response to our invitation for contributions was so overwhelming that, had we printed them all, and in full, they would have practically sufficed to fill one entire issue of The Foreign Legion Pledge.

We are therefore taking this space to make mention of the fact that the very excellent contributions of Messrs. C. J. Donada, C. Whitehead, L. Harris, J. Corper and E. Hancock will positively appear in the next (January 1928) issue of The Foreign Legion Pledge.

LEADER OF DIVISION ONE

(Continued from page 13)

to the customs and requirements of the Trade here, rather than to launch out as so-called "Reformers" trying to show this country how its business should be operated. We have endeavoured to "acclimatize" as it were, the essence of our business to the spirit of British trade. We have seen our business, under these conditions, show a steady, natural, and sound growth from year to year, after considering all of the economic conditions which have prevailed during the respective years.

Yet, after all this has been said, we have by no means reached our goal; it is our intention, and it will be our daily endeavour to have this business continue to grow in line with the future development of the Industry here.

We feel that Paramount stands in such a position with the Trade, that we can always hope to receive our proportionate share of continued development and future prosperity.

Yours Paramountly,

J. C. Graham, Managing Director.

"NOTHING IN THE WORLD CAN STOP DIVISION ONE!"

Says O. V. TRAGGARDH, Assistant Manager

It is rather difficult to decide as to what subject might prove the most interesting to fellow Paramounteers throughout the rest of the world, insofar as British activities under my personal supervision are concerned. Perhaps a few lines regarding each phase would be the most suitable.

First, the installation of the Standard System of routine and forms in Branch operation have been completed. Today our offices are using the same methods of booking and accounting as practised in the United States and elsewhere throughout the world. If a Paramount visitor comes from an office in Sweden, Germany, France or any other part of the globe, if he cannot speak or read English, it is at least possible for him to identify and know the purposes of all Forms.

The "P. F. B. Drive," as you will note from another page of this issue, has just finished. This is the fourth annual contest held during the time I have been living in England, the previous ones having been "The Trawler," "Derby" and "Summit" Drives.

Recent Specials released in Great Britain have done particularly well throughout the entire territory. The newspaper critics were unanimous in pronouncing "Beau Geste" the greatest motion picture entertainment in history, consequently it was a "clean-up" for exhibitors. And now we have "Chang." Originally booked for one week only in our own

(Continued in third col.)

THE LONDON LOG

17th Oct. '27.—Invited to "say" a few words through "The Foreign Legion Pledge." Great!

18th Oct. '27. Inundated with messages from all the boys and girls of the London Branch for all the boys and girls of the Home Office, and every other country... Impossible to reproduce them, but can convey their spirit...

Loyalty to our Chiefs in the Home Office, and to our executives on this side.

Loyalty to our Product.

Loyalty to each other... (and by no means least)... Loyalty to ourselves.

Gratitude for being privileged to handle such world-beaters as "Chang," "The Way of All Flesh," "The Rough Riders," ("The Trumpet Call" over here), "Barbed Wire" the Harold Lloyd, and many others.

Eager anticipation to be "up and doing" with "Wings," "The Wedding March," "Beau Sabreur" and the host of other good things which we read such wonderful eulogies about.

19th Oct. '27. We've just seen "Old Ironsides," ("Sons of the Sea" over here). Here's another one.

20th Oct. '27. Great commotion to-day about a certain Mr. Christie... Rumored he has outdone himself in the making of joyous two reel comedies... We're all waiting.

21st Oct. '27. Rumor is no lying jade! Just seen "French Fried." What a peach (or should we say potato?) Say, Mr. Christie, have you a desk... We'll challenge the World!...

22nd Oct. '27. Find there's so much of interest to write about each day, that I could carry on for ever, but as we are all waiting for the next issue of the F.L.P., on behalf of every member of the London Branch, cordial greetings to the Paramount World!

ASHLEY C. BATE, London Branch Mgr.

SCOTLAND LAVISH WITH BELIEF OF 1928 AS GREATEST YEAR

By J. HAMSON, Branch Manager, Glasgow

Our flag will never be lowered so long as we can handle productions of the calibre which makes our present year's programme predominant in the cinema field and which so fully justifies the pledge given by Mr. Lasky and Mr. Shauer at the New York Spring Convention, that I was privileged to attend.

Scotland takes up such a small place on the map that to the world in general it is merely an appendage to England, there is the story of the school boy who was asked by his teacher "Where is Scotland on the map?" and replied, "On the Top of England."

I do not flatter Scotland by saying that we are going to "top" England with future bookings, but I do say in all seriousness that England will find it difficult to accuse us of being out of balance when the final "weigh up" is made.

This is Scotland's Pledge—

Our fellow legionnaires can depend upon our share of Great Business for Great Britain.

AN APPRECIATION OF CHARLES H. COBURN, GREAT BRITAIN'S TRAVELING AUDITOR

Desiring to carry, in this Great Britain section of T. F. L. Pledge, something dealing with the career of Mr. Charles H. Coburn, Great Britain's Traveling Auditor, we wrote to Mr. A. J. Michel, Auditor General of the organization, and received from him the following reply:

As requested, the following is an outline of Mr. Coburn's career with our organization.

Mr. Coburn joined Paramount during 1922 as a member of our staff of traveling auditors. He has been in the film business for approximately fifteen years having started in with the General Film Company.

¡ADELANTE — DECIMA!

11



ONE EXHIBITOR TO ANOTHER. This full page of cartoons from "Adelante Decima," house organ of the Argentina Division, tells the following story: (The Man With the Topper) "The exhibitors complain—They say there is a crisis—People don't go to the movies so much—That there is not so much interest in films—That business is not so good." (The Guy With the Gamp) "For my part I do not complain—Because I include in my program—The Paramount News, The Eyes of the World—And I always have full houses!"

NOTHING TO STOP DIV. ONE (Continued) Plaza Theatre in the West End of London, public demand extended the engagement from week to week, and today it is in its ninth consecutive week.

We are now in the thick of our selling campaign on Short Features. It is, at this writing, too early to predict what this product is going to gross, but I can say that to date the contracts and prices have exceeded our expectations, so the outlook is very bright.

All in all, we have assumed an obligation to deliver more business in the 1927-28 year than ever before in the history of the British Division. And we are going to deliver—there is no doubt about that. The flame of "Paramount" is burning one hundred per cent strong throughout all of our offices, and nothing in the world can stop Division One.

Since joining us and prior to his taking up his present duties in the British Isles, Mr. Coburn proved to have the "goods" during his travels about the States in the capacity of exchange auditor. You might safely attribute his selection as one of our representatives in Europe to his well-known sober-mindedness, conscientiousness and general ability. During his time, Mr. Coburn has made many good and constructive suggestions to improve Paramount's distributing and accounting routines, some of which were adopted.

As the name implies, Mr. Coburn's ancestry migrated from England; and although he himself was born in New England, much of his life was spent in St. John, New Brunswick. Mr. Coburn has been recently joined in England by his wife and two grown-up boys.



THE FOREIGN LEGION PLEDGE



DOS NUEVOS ORGANOS

En neste mes tenemos la satisfacción de dar la bienvenida a dos nuevos órganos de publicidad de la Paramount. Uno de ellos, Volldampf Voraus (A toda velocidad) está editado por la Agencia de la Paramount en Berlín. Son cuatro páginas llenas de noticias útiles y rebotantes de entusiasmo. La otra publicación, órgano de publicidad de los legionarios de Australia, Java, Nueva Zelandia y territorios anexos, tiene el atractivo título de "The Whole Show" (Todo el programa), y está editado por Otto. G. Doepel, Gerente de publicidad. El título está en perfecto acuerdo con las declaraciones de Mr. Kent, quien ha asegurado que durante 1927-1928 las producciones de la Paramount integrarán todo el programa.



THE JANNINGS "HOMESTEAD"

Behold in this "home" picture the greatest character actor of them all, Emil Jannings, on the porch of his celebrated Hollywood home. Up these steps and through this door have come many of the world's greatest thinkers and intellectuals, for when greatness goes to Hollywood, one of the certain 'ports of call' is the Jannings home.

"CHANG" EM LONDRES

Segundo as ultimas noticias recebidas de Londres, "Chang" estava correndo a sua decima semana de exhibição no Theatro Plaza da capital inglesa. Assim conseguiu este estupendo melodrama da Paramount vencer mesmo o record estabelecido por "Beau Geste," film que havia sido aclamado entre os membros da grey cinematographica da Inglaterra como a maior attracção de bilheteria que já lhes havia mandado a America.

TWO NEW HOUSE ORGANS

This month it is our privilege to officially greet two new house organs. One of them is "Volldampf Voraus" ("Full Steam Ahead"), published by the Parufamet organization in Berlin. It is an enthusiasm-radiating sheet, with forceful news packed into every one of its four pages. The other house organ also has four pep-filled pages, and comes to us from the Blue Ribbon Bunch of Australia, New Zealand, Java and Straits Settlements. It bears the attractive name of "The Whole Show" and is edited by Otto G. Doepel, manager of the publicity department. Its name is of course in line with Mr. Kent's declaration that in 1927-1928, Paramount is "The Whole Show."

EEN DUITSCHE FILM IN HET PARAMOUNT THEATER

Voor de eerste maal in de geschiedenis van het Paramount Theater te New York, was een Duitse Film de hoofdschotel van het programma. De titel van de film in kwestie is 'De laatste Wals' een Paramount-Ufa productie, welke in dat theater van 12-19 November speelde. Het publiek zoowel als de critici waren er verrukt over. Met de vertooning van 'De Laatste Wals' werd tevens het eerste jaar van het bestaan van het Paramount Theater besloten, aangezien het theater op 19 November 1926 geopend werd.



"THE WEDDING MARCH"

Three of the principals in the Erich Von Stroheim super-screen-drama, "The Wedding March." They are Fay Wray, Cesare Gravina and Von Stroheim, himself. This picture is now completed, cut and titled, and it is expected that it will have its world premiere at a foremost Broadway (New York) theatre during the first week of January.

"SONS OF THE SEA" IS ENGLISH TITLE OF "OLD IRONSIDES"

This is an official record of the fact that the title of the James Cruze Paramount production, "Old Ironsides," in Great Britain is "Sons of the Sea." The picture, now being booked by English exhibitors, is being very well received, and had splendid notices at the trade showings.

FOUR-PAGE PUBLICITY SMASH

If you are a reader of The Literary Digest, be sure and watch the issue of November 12th for a corking good publicity smash on "Wings." Credit this piece of work to Blake McVeigh, publicity representative of Paramount's Road Show Department in New York; and credit to Leon Bamberger and his "Hundred Percenter" the vital information that "if you wanted to buy 4 pages in this publication, the bill would be \$16,000."



MUSIC WITHOUT REASON

Why two lots of beauty? Would it not suffice for Sally Blane, Paramount featured player, to but pose alone here without her mandolin. Then let us tell a secret: the mandolin is hiding something—it is hiding the fact that Sally cannot really play it, and is only doing this to get her picture in The Foreign Legion Pledge.

UFA FILM AT PARAMOUNT

For the first time in the history of the Paramount Theatre, New York City, a German film was the headline attraction there. The picture was the Paramount-Ufa Production, "The Last Waltz," and it played during the week of November 12th.

DER UMSCHLAG DIESES MONATS

Den Umschlag dieser Ausgabe haben wir Knecht Ruprecht, der nicht weiss, welchem Land er die Schreibtische überreichen soll, überlassen. Selbstverständlich ist es eine harte Nuss für ihn, da die Resultate des Schreibtisch-Kontests nicht vor dem 1. Februar veröffentlicht werden. Vielleicht ist auch Ihnen dadurch noch etwas Zeit für eine kleine Extra-Anstrengung gegeben.

EEN BUITENGEWOON ENTHOUSIASTE CONVENTIE

De Heer J. H. Seidelman, Onderdirecteur der Buitenlandsche Afdeling van Paramount, verklaarde, dat de op 29, 30 en 31 October 11. gehouden Productie- en Distributie Conventie, van buitengewoon enthousiasme getuigde. Het resultaat van het in dat betrekkelijke korte tijdbestek verrichte werk, overtrof de stoutste verwachtingen en het was zeer duidelijk merkbaar, dat het boekjaar 1928 van Paramount op steeds stijgend succes zal wijzen, ofschoon het financieele jaar 1927 in alle opzichten bevredigend was.

UN FILM ALLEMAND AU PARAMOUNT

Pour la première fois dans l'histoire du Théâtre Paramount, à New York, un film Allemand était l'attraction principale. Ce film fut la Paramount-Ufa production "La Dernière Valse," et joua durant la semaine du Douze Novembre. Le public et les critiques y firent un grand accueil. La semaine que ce film joua était la dernière semaine de la première année du théâtre, car le 19 Novembre, le Théâtre Paramount, commença sa seconde année!

UNE MERVEILLEUSE CONVENTION

M. J. H. Seidelman, Assistant-Directeur de la Legion Etrangere, rapporte que la semi-annuelle Convention des Départements de Production et de Ventes, qui eut lieu à Chicago, le 29, 30, et 31 du mois d'Octobre dernier, était l'une des meilleures conventions à jamais tenu par la Paramount. Un travail énorme fut accompli et le fait fut très clair que bien que l'année 1927 fut une année splendide pour la Paramount, l'année 1928 serait encore plus grande sous tous rapports.

LA TORRE OSSERVATORIO PUBBLICO

Lunedì 14 novembre, la torre del Palazzo Paramount, al Crocevia del Mondo, New York City, venne aperta per ispezione pubblica. La vista dalle sale di osservazione al 36.º piano viene considerata come la più interessante in New York, inquantochè domina un panorama perfetto della città alta e della città basso di New York. Per l'ammissione al pubblico occorre biglietto di costo moderato, ma coloro che appartengono al Paramount vengono ammessi senza spesa.

UNA RIUNIONE PIENA DI ENTUSIASMO

Il Sig. J. H. Seidelman, vice-direttore del Dipartimento Estero, dice che la Riunione semestrale dei Dipartimenti di Produzione e Distribuzione, tenuta in Chicago il 29, il 30 e il 31 ottobre, è stata una delle più entusiastiche e delle più ben concertate tenute dalla Paramount. Egli dice che fu compiuto immensa quantità di lavoro eccellente e tutti poterono rendersi conto che, sebbene il 1927 è stato un anno straordinario per la Paramount, il 1928 lo sorpasserà sotto ogni riguardo.



THE FOREIGN LEGION PLEDGE



WIN WITH "WINGS"

Paramount has led the industry again with the first mighty epic of the air. "Wings," at all public showings to date, has been a colossal triumph. In its sixteen weeks at the tiny Criterion Theatre, New York City, it has already grossed almost Three Hundred Thousand Dollars. It is to run indefinitely in Chicago, and its Philadelphia season opens this week.

And then—supreme triumphs of all! — there will come the international showings. For the picture is international — magnificently so! It belongs as much to all the world as the air in which it is enacted does. And all the world is going to acclaim it!

Meanwhile, Legionnaires, get set for the picture! Get set to view and to praise and to distribute the supreme epic of the air — by far the greatest aviation drama ever enacted—**GET READY FOR "WINGS!"**

"WINGS" ON BROADWAY

The great epic of the air, "Wings," is in its 16th week at the Criterion Theatre, New York City, and continues to do more than capacity business every week. The picture is also attracting sensationally successful business at the Erlanger Theatre, Chicago, where it was given marvelously enthusiastic reviews, the finest of which was in the German newspaper "Abend Post," published in Chicago.

CHICAGO'S MARVELOUS TRIBUTES TO MIGHTINESS OF "WINGS"

Second of America's great cities to be presented with the colossal splendor of "Wings" is Chicago, where the end of October last saw the palatial Erlanger Theatre housing a motion picture for the first time in its entire history. The Paramount aerial masterpiece was presented upon the same grand scale as marked its New York premiere, and in keeping with the massiveness of the picture itself were the superlative tributes paid it by the critical Chicago press. Of these criticisms we give you herewith the highlights:

Rob Reel in the Chicago Evening American said: "One of the greatest pictures ever made. . . I don't think it is what is known in the film trade as a \$2 film. *I think it's worth five times that.*" In the Chicago Evening Post, Genevieve Harris said: "Unless you take the air yourself, I know of no better way of having all the excitement of adventuring in the atmosphere than to pay a visit to 'Wings.'" Carol Frink in the Chicago Herald and Examiner said: "But as a spectacle 'Wings' is well worth anybody's time. The air scenes are different from anything that has yet been filmed and thrilling enough to lift the most hardened ticketholder out of his seat."

That was the strain of praise throughout the press of Chicago; and to add to all of this there was the marvelous review in the Chicago German paper which we have reprinted on another page.

"WINGS" AM BROADWAY

"Wings," der Superfilm der Luft, läuft in seiner 16. Woche im Criterion Theatre, New York City, und setzt mit jeder kommenden Woche sein beispiellos, spontanes Geschäft fort. Der Film bringt auch dem Erlanger Theatre, Chicago, Aufsehen erregendes, erfolgreiches Geschäft und erhielt begeisterte Besprechungen. Die feinste Kritik befand sich in der deutschen Zeitung "Abend Post," welche in Chicago herausgegeben wird.

VICE-PRESIDENT DAWES PAYS WARM TRIBUTE TO "WINGS"

Vice President Dawes attended "Wings" recently. Sitting in the smoke room with the famous Jimmy pipe going full blast during the intermission, General Dawes recalled scenes from the World War, dwelling on the excitement of air battles and particularly the spectacular nature of attacks on observation balloons. He inquired anxiously if the second part was also war and seemed pleased when told that it was, saying "That's the stuff I like."

He gave permission to quote him as follows: "I enjoyed 'Wings' thoroughly. The air scenes were wonderful. They impressed me particularly by their realism which carried me back to the Argonne where I witnessed such combats."

The Vice President viewed "Wings" in Chicago, where it is now in its fifth week. Meanwhile "Wings" in the sixteenth week of its run at the Criterion Theatre, New York City, still makes good its boast of playing to standees at each showing.

O FILM "WINGS" NA BROADWAY

O grande film epico, "Wings," que ora passa na Broadway, acaba de entrar na sua decima sexta semana de constante exhibição no Theatro Criterion. Este film está tambem obtendo magnifico successo de bilheteria no Theatro Erlanger de Chicago, sendo de notar os elogiosos dizeres da imprensa sobre a feitura do mesmo, com especialidade o "Abend Post," diario allemão que se publica naquella cidade.

"WINGS" SCORES TREMENDOUS SUCCESS IN CHICAGO

The Chicago opening of "Wings," Paramount's war aviation epic, was a tremendous success, according to a wire received from A. Griffith Grey, head of Paramount's road show department.

"It was the most wonderful and gratifying premiere I have ever been associated with," Grey's wire stated, "More than 2,000 people were turned away and we played to a packed house of enthusiastic spectators, which included Adolph Zukor, Jesse L. Lasky, S. R. Kent and distinguished Chicagoans. Newspapers were loud in their praise of 'Wings,'

AN AIR MAIL SUGGESTION

If your particular country has an Air Mail service, and that service needs a boosting through the medium of the cancellation stamps on the envelopes carried through the regular mails, the following slogan is suggested for submission to your mail authorities:

SEND YOUR MAIL ON THE "WINGS" OF THE AIR

This slogan is not too long for the three lines usually employed in cancelling stamps, and it also contains the words "air" and "mail" and also the word "Wings".

TRIUMPH No. 114,324 FOR "CHANG"

Paramount's Mighty and Mastadonic Melodrama of the Jungle, "Chang," is notching so many records that adding machines are needed to keep pace with them. This picture shows a share in one of these records, since it depicts the lobby of the Ufa Theatre "Im Schwan" in Frankfurt, Germany. Readily seen is the fact that the lobby is



thoroughly atmospheric, and we have the word of the manager that there were big line-ups before the box-office at every screening up to the time of writing. His advice also stated that the run of "Chang" was being extended.

The "Frankfurter Nachrichten," a very important newspaper of Frankfurt, in its review of the picture, said among other things: "... This American picture, for very good reasons, became famous the world over... It is the most beautiful and magnificent adventure picture, the most exciting story, and the most impassioned drama that I have seen in twenty long years."

די מואווי, ווינגס" (פליגלען) אויף בראַדוועי
שוין די 16טע וואך אז די ריזיגע מואווי, ווינגס"
(פליגלען) ווערט געשפיעלט אין קראיטיריאן טע-
אטער, אין ניו יארק, און דער טעאטער איז אימער
געפאקט. די זעלבע פיקטשור ווערט געצייגט אויך
מיט ריזיגען ערפאלג אין דעם עראנגער טעאטער
אין שיקאגא. די פיקטשור האט אומעטום געקראָ-
גען אויסגעצייכענטע קריטיקען. אויך אין די ניט-
ענגלישע צייטונגען. די בעסטע קריטיק איז ער-
שיגען דארטען אין דייטשען, „אווענט-בלאט".

one saying it is definitely a two dollar picture, another that it is undoubtedly the greatest war picture ever made and worth five times two dollars. The advance sale was most unusual for Chicago."

The engagement of "Wings" marks the first time in the history of the Erlanger Theatre that a motion picture has been the attraction.



THE FOREIGN LEGION PLEDGE



AD SALES ADD PROFITS

NO MATTER WHAT PART OF THE WORLD YOU ARE IN

A LA FRANCE NOUS ADRESSONS NOS FELICITATIONS

En grande quantité, nous venons de recevoir de M. E. Darbon, un choix de matériel vraiment superbe, démontrant les grandes avances faites par la France dans son service d'exploitation, sous la direction inspiratrice de M. Osso.

Les exemples excellent de "manuels de publicité" reçoivent nos félicitations dans un autre article. Nous espérons que la France a envoyé à tous les divers bureaux de la Paramount, à travers le monde entier, des exemples de ces "manuels de publicité," comme échantillons de ce que la Paramount Française peut faire.

Un autre exemple qui retient l'attention de tous, était un cahier de quatre pages, en trois couleurs, illustrant douze des meilleures affiches de la Paramount. Ce cahier fut imprimé conjointement par trois imprimeurs, sans aucun frais à la Paramount.

Parmi le matériel envoyé par M. Darbon se trouvait aussi l'enveloppe des boîtes à cigarettes "Harold." Ces cigarettes, fabriquées à Bruxelles, en Belgique, et nommées d'après "Harold" Lloyd, sont tout à fait la vogue. C'est d'après la suggestion de M. Widy, directeur de la publicité pour la Paramount, à Bruxelles, que ces cigarettes furent ainsi nommées.

Nous avons aussi reçu une collection de meilleures plaquettes, fabriquées en France, une copie du journal qui est publié chaque semaine par chaque theatre dirigé par la Paramount, et envoyé sans frais à tout client; et enfin, nous avons aussi à accuser reception de plusieurs clichés de matériel d'exploitation, que l'on trouvera reproduit dans ce numéro de "Foreign Legion Pledge."

Nous offrons nos sincères remerciements-et une fois de plus, nos félicitations pour tout cet excellent matériel.



"BEHIND THE FRONT." A truly fine and remarkably effective piece of exploitation for the Paramount laughing success, "Behind the Front," in Brussels, Belgium.

"WINGS" OP BROADWAY

"Wings" het groote film drama over den luchtoorlog loopt nu reeds gedurende 16 achtereenvolgende weken in het Criterion theater, te New York, dat avond aan avond uitverkocht is. Doch niet alleen in New York, maar ook in Chicago, waar de film onlangs voor het eerst in het Erlanger Theater vertoond werd, overtreffen de resultaten alle verwachtingen. De couranten schreven er opgetogen recensies over en speciaal de in Chicago gepubliceerde Duitse courant 'Abend Post' was niet karig met haar lofuitgingen.



TWO WEEKS OF PARAMOUNT

General Manager Ken Jewell, of Johnson's Pictures, Broken Hill (N.S.W.) Australia, is a strong booster for Paramount Pictures, and for twenty-four sheeters to tell the world about them. Behold here his displays for two weeks.

AUSTIN LEVY TO SOERABAIA

From Australia we are advised by Managing Director John W. Hicks, Jr., of the Blue Ribbon Bunch, that Austin Levy, formerly salesman in the state of Victoria, has been appointed branch manager at Soerabaia, Java, Dutch East Indies. This part of the Paramount territory, controlled from the Head Office in Sydney, Australia, is under the general management of John A. Groves at Batavia, Java, and embraces offices in Batavia and Soerabaia (Java) and Singapore (Straits Settlements.)

BLUE RIBBON HEADQUARTERS

The Home Office of the Blue Ribbon Bunch,

IN THE AD SALES MAILBAG

Fine samples of sterling work, reaching us from all corners of the globe... Peppy heralds on "Firemen, Save My Child" from Australia, "Hotel Imperial" from Spain, and "Aloma of the South Seas," "Hotel Imperial" and a batch of others from France... Striking snipes on "The Flag Lieutenant" (British Picture) and "Firemen, Save My Child" from Australia.

אויסלענדישע, פארטרעטער אין ניו יארק ררוי וויכטיגע מיטגלידער פון דער אויסלענדישער לעגיאן פון פארטרעטער פון פאראומאנט פיקטשורס זיינען איצט אויף א פאזוך אין דעם צענטראלען אפיס פון דער פירמע אין דעם פאראומאנט בילדינג אין ניו יארק. זיי זיינען: פרערדיק לאנגע, הויפט־פערואאלטער פון, פארא־מאונט פיקטשורס אין ארגענטינע, זיראמעריקע, פאפ" מעקינטאיר, געהילפ־פערואאלטער פון דער טעריטאריע אין יאפאן, און רוטאן 5. קענעבאק, סעילס פראמאישן מענעדזשער פון דער, בלו ריבן חברה פון אויסטראליען. זאלבערדיט האבען זיי געזעהן די אפיסעס פון פאראומאנט, און געזעהן ניו יארק פון דעם טורם פון, פאראומאנט בילדינג. היט זיך פאר זיי! זיי קענען נאך ברענגען א שטורם אין ניו יארק.

situated in Reservoir Street, Sydney, Australia, officially opened on Friday, November 5th, according to advices received from Managing Director John W. Hicks, Jr.

ANOTHER REASON—"AD SALES ADD PROFITS"

Here's a splendid slab of common-sense reprinted from the most recent issue of "Voll dampf Voraus," the new Drive organ of the German Division:

IT'S NOT THE STOVE THAT GIVES THE HEAT—IT'S THE COAL YOU PUT INSIDE OF IT!

Stop for a moment and think! Isn't it true?

It's not the stove that gives the heat but the coal you put inside of it!

Advertising is to a picture what coal is to a stove.

"Use more coal" you would tell the man who complained that he wasn't getting enough heat.

"Use more advertising" ought to be your prompt retort to the exhibitor who complains that he isn't satisfied with his box-office receipts.

Curious, isn't it?

The same exhibitor, who realizes that the temperature of a room depends on the amount of coal used, doesn't appreciate that the success of a picture rests on the amount of advertising used.

Yet every day brings fresh confirmation of this fact.

Here is an exhibitor who plays a picture to good business. There is an exhibitor who plays the same picture with disappointing results.

What's the answer?

Check up and you will invariably find that it's—Advertising!

Mind you, advertising is no miracle worker. It will not heat a lukewarm program picture into a piping hot Beau Geste success.

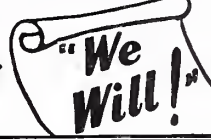
But advertising, if intelligently and persistently used, will keep the box-office sizzling steadily and warm the exhibitor with comfortable and satisfying receipts.

Remember that—and the next time you hear an exhibitor bewailing his fate, ask him if he is giving the pictures he is showing adequate advertising support. And don't forget to quote to him this established truth:

IT'S NOT THE STOVE THAT GIVES THE HEAT—IT'S THE COAL YOU PUT INSIDE OF IT!



THE FOREIGN LEGION PLEDGE



AD SALES ADD PROFITS (CONTINUED)

—And that means "Ad Sales Add Continued Profits"

PERFECT CO-OPERATION

From Paris has come a perfectly attractive broadside printed in six-colors. It illustrates and advertises posters for twelve Paramount Pictures. It shows those posters in their actual colors; and as a piece of direct and irresistible inducement to exhibitors to buy those posters, it is without an equal.

Yet it did not cost Paramount a centime—not even a tiny sou. It was produced by the three organizations responsible for the production of Paramount posters, and it is undoubtedly the fruition of an idea brought into being by Messrs. Osso, Simone and Darbon.

The inside spread of the broadside carries a very fine line which translates as follows: "Paramount is the organization which is not content to merely sell you the films, but which also helps you sell those films to your public."



JAPAN. This is one of the finest and most forceful posters yet created for "The Way of All Flesh," giving as it does a marvelous expressionism of the celebrated Emil Jannings artistry. As you can see, the three-sheets is a product of Japan; and as you can also see, the Japanese Legionnaires have made no error about the Paramount Trade Mark.

FRANCE'S FINE PRESS BOOKS

We are again happy to pass compliments along to the French Division for the marvelous aids they are giving the exhibitors of France and Belgium through the medium of the new and thoroughly comprehensive press books. Several samples are before us now, particularly one for "Hotel Imperial," and they are specimens of inspiring advertising and publicity well calculated to arouse the enthusiasm of the entire world. Particularly do we like the idea of binding a sample of the herald for the picture into the press book itself. This must lead to many additional herald sales. Mr. E. Darbon is editor of the French press books.

CASTINGS. Myrtle Steadman, Lige Conley, Ford Sterling and Thelma Todd to the Richard Dix picture, "The Traveling Salesman;" Myrtle Steadman also in the cast of Esther Ralston's picture, "Looking for Trouble;" Fred Kohler in the cast of George Bancroft's first starring picture, "The Wildcat;" Lane Chandler as leading man for Esther Ralston in "Looking for Trouble;" Gary Cooper leading man for Florence Vidor in "Doomsday;" William Powell in an important role in the third Emil Jannings picture, "The Last Command."



BLACK AND WHITE. One of the cleverest (and most appropriate) uses of black and white to announce a Paramount picture that we have seen. It is a German advertisement, reproduced in the "Reichfilmblatt" (Berlin) of October 22nd last, and it announces none other a picture than "Blonde or Brunette."

PAT DOWLING PLEDGES A TORNADO OF MIRTH FROM "TILLIE'S PUNCTURED ROMANCE"

Pat Dowling is Publicity and Sales Director of the Christie Film Company (where Paramount-Christie Comedies come from), and about once a week he issues a letter to the Paramount executives from that hive of fun known as the Christie Studio. They are hot, snappy and pep-filled letters that make any bad day good and any good day better. His budget of October 30th dealt mainly with the manner in which "Tillie's Pictured Romance" has gotten under way. A full page was devoted to listing the supreme highlights of the production; and then on the second page we encountered this paragraph:—

Every indication points to a "big" production in "Tillie's Punctured Romance." Christie has undoubtedly secured the best directing, writing and acting brains in the business for this type of special. No money will be spared to carry out on an elaborate scale the ideas which already have been worked out on paper. That there will be "a hot time in the old town" in France with Frisbee's Mammoth Circus is assured.

And don't forget that in the cast of this Paramount-Christie Feature Comedy are W. C. Fields, Chester Conklin, Louise Fazenda, Doris Hill, Mack Swain, Tom Kennedy, Babe London, and a batch of other well-known electric light names.

TWO PERFECT POSTERS. We received pictures of them just too late for this issue, but next month you be sure and look out for the reproductions of two magnificent posters from Argentina. One of them incorporates the Paramount Building at the Crossroads of the World in a supremely inspiring fashion, and the other is also almost too beautiful for words.

צוויי נייע ארגאניזאציע-צייטונגען.

דווען מאנאט האבען מיר די פריווילעגיע אפֿי ציעל צו באגריסען צוויי נייע צייטונגען, וואס ווען ען ארויסגעגעבען פון אונזער ארגאניזאציע. איינע פון זיי הייסט, „מיט פֿולען דאמף פאראויס," וועלכע ווערט געדרוקט פון אונזער בערלינער ארגאניזאציע. אין דווער צייטונג ברויזט מיט לעבען און ענטוויאזם און מיט וויכטיגע נייעס אין יעדען ווינקלעך. די אנדערע צייטונג איז אויך פול מיט ענטוויאזם און קומט פון די „בלו ריבאן חברה" פון אויסטראליען, נייזעעלאנד, דזשאווא, און די סטרייטס סעטעלמענטס. עס הייסט מיט'ן אנצייג הענדען נאמען „אלז מיטאנאנדער," און דער רעדאקטאר איז אטא דויט. דאפעל, מענעדזשער פון דעם דארטיגען פאבליסיטי דעפארטמענט. דער נאמען איז נאטירליך און איינקלאנג מיט מר. קענט'ס ערפלעהרונג, אז אין 1927-1928 מוז פארמאונט זיין די „אלז מיטאנאנדער."

"WINGS" ("ALI") IN BROADWAY

La grande epica dell'aria, "ALI", compie la sua 16a settimana al Criterion Theatre, New York City e continua ad avere un pienone ogni settimana. Questa cinematografia sta ora incontrando uno straordinario successo finanziario anche all'Erlanger Theatre di Chicago. love la stampa le fece la più festosa accoglienza. La più interessante delle riviste che ne sono state fatte venne pubblicata dal giornale tedesco "Abend Post" che si stampa a Chicago.

PARAMOUNT MAKES NEW AD SALES LEAD IN SPAIN

Naturally it took Paramount to again blaze the way in an important matter. The details come to us through General Sales Manager C. Ponedel of the Spanish Matador Division. It seems that all distributors had been utilizing their twenty-four-sheets with English titles, and this after all did not mean a great

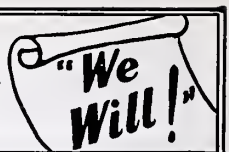


deal to the picturegoers of Spain. So Paramount took the initiative, engaged a smart painter, and transformed the English title into a Spanish one. We herewith illustrate the result achieved with "Ballet Ruso" ("You Never Know Women"). In the lower picture, standing beside the poster, is the artist responsible for the work. He is Ceferino Sanchez, and a very fine future is prophesied for him by Mr. Ponedel.

The poster is displayed on the exterior of the palatial Coliseum Theatre, Barcelona, which house is at present being managed by Mr. Ponedel.



THE FOREIGN LEGION PLEDGE



GREATEST STUDIO GATHERING IN PARAMOUNT HISTORY

For the first time in the fifteen-year history of the company, all the Hollywood studio employees of the Paramount Famous Lasky Corporation gathered recently in a huge mass meeting to hear Jesse L. Lasky tell them of plans for the coming year.

While attention was focused on Paramount's production plans for 1927-28, the significant part of the meeting, which was held on one of the studio stages transformed for the purpose into an auditorium, was the award of prizes and gifts for outstanding work during the past year.

The awards were made to about two hundred employees—from stars in picture hits to carpenters in overalls—on the basis of the Paramount Honor Roll, a scoring system for success which reached its first year of operation on that day. Prizes went to men and women who contributed to the production of the "Ten Best" Paramount pictures of the year, rated in the competition on the basis of popular appeal and the ratio between their net profit and their production cost.

Awards also were made to the men who produced Paramount's "Beau Geste," "Old Ironsides" and "The Rough Riders"—and to all departmental heads in the studio.

In addition, employees who had especially distinguished themselves during the year were given special prizes. The unsung heroes of the studio—whose efforts outside their line of duty had been of utmost importance—were finally recognized.

Mr. Lasky presided, with executives and members of the production cabinet occupying places on the rostrum. The first vice-president in charge of production made the awards personally, shook hands with the recipients and wished them well in the coming year.

"I remember one Christmas Eve, not so many years ago," Mr. Lasky said, "when Cecil DeMille and myself stood at the door of our old Vine Street studio, and gave a small re-

membrance to every one of our 200 employees. We knew each one by name, and as we shook hands and wished them 'A Merry Christmas' we counted each one a personal friend.

"It has been my sincere regret for several years that such close relationship can no longer exist, so rapidly and to such great proportions has our company grown. One of the most im-

portant purposes of this meeting is to let every one of you know that we want you to feel closer to 'the front office' and to realize that there can be no barrier for the spirit of cooperation that I hope will result."

Directors, stars, players, cameramen, cutters, script clerks, scenarists, gag men and all other men who had contributed to the making of "Ten Best" were then called to the platform.

B. P. Schulberg followed Mr. Lasky and made the awards to the department heads, concluding with a pledge to Mr. Lasky of the support of his staff in the coming production drive.

Other speakers were John J. Gain, executive manager, and Walter Wanger, general manager of production, who spoke of the world-wide scope of the Paramount organization.



STANDING AT THE TABLE, Messrs. Walter Wanger, Jesse L. Lasky and B. P. Schulberg. Our photo does not nearly encompass the vast audience, which should give you some impression of the several thousands of employees who constitute the Paramount "Empire" in Hollywood.

SOME CASTING NOTES OF IMPORTANCE

William Powell is to play the role of Leo Karlovitch, arch Bolshevik, in Emil Jannings' next Paramount picture, "The Last Command."

Evelyn Brent has the leading feminine role in the Jannings picture.

York Sherwood, English character comedian, has been added to the cast of the Paramount screen version on Anita Loos' "Gentlemen Prefer Blondes."

Malcolm St. Clair, director, and Richard Dix, star, are re-united as a team in "The Traveling Salesman," which is now being made.

Leilani Deas, Hawaiian beauty, is in the cast of "Two Flaming Youths" as a hula dancer. Miss Deas was in 1925 selected as the most beautiful girl in Hawaii, and as such took part in the Atlantic City beauty pageant as "Miss Honolulu." Chester Conklin and W. C. Fields are starred in "Two Flaming Youths."

Adolphe Menjou, now in the concluding scenes of "Serenade," will next make "The Beauty Doctor" under the direction of Lothar Mendes. The story is by Ernest Vajda.

Following completion of "The Spotlight," Esther Ralston is making "The Jazz Orphan." Lane Chandler is leading man.

LA COPERTINA DI QUESTO MESE

Sulla copertina di questo numero abbiamo cercato di riprodurre La Befana che non sa a quali nazioni portare le Scrivanie. Naturalmente è un problema per la Befana, dal momento che il risultato del concorso per le Scrivanie non sarà pubblicato fino al 1.0 febbraio, quando la situazione al 31 Dicembre verrà portata a conoscenza del pubblico. Forse che avete ancora tempo per una piccola contribuzione extra.

A FOREMOST CITIZEN OF AUSTRIA HEARTILY ENDORSES "THE ROUGH RIDERS"

Below is the text of a letter sent to Mr. Shauer by Mr. Albert Messany, editor of the "Osterreichische Woche," of Vienna, Austria. So potent a document is it, that there is need for no further comment here.

When I visited your office, some time ago, my attention was called to your film "The Rough Riders," and the other day, I had an opportunity to see the picture.

I feel it my duty, Dear Sir, to address you these few lines, to express my personal opinion on this picture.

From my writing and publishing experience of many years, I know that this opinion is usually the same as that of the great majority of the European motion picture public.

This work, the milieu of which is so typically American, and the motives and characters of which form an important part of American history, loses its purely national character, owing to the rich abundance of its wonderfully drawn action and characters, which grip the public and throw it from one sentiment into another.

Inasmuch as the European public quite often does not always understand the specific American film, I went to the theatre with a certain prejudice against this picture.

But immediately after the first few scenes, all my doubts vanished, and I could not shake off a tremendous impression.

This film is an EVENT, not to speak at all of the technical details, the perfection of which could not be surpassed.

It would lead too far in this letter to speak of the contents, the masterful characterization, acting and direction.

Roosevelt, the most popular president of the U. S., rose with astounding vivacity before my eyes, and I felt myself being carried back into a period of romance, which is not so far back, and the threads of which have a personal touch for many of the spectators.

The sympathies acquired by this great statesman in the continental countries, will make this film a world-wide success, which it certainly deserves.

Please accept these few lines as a token of my particular esteem and enthusiasm for this picture. (sgd.) Albert Messany.

PARAMOUNT FAMOUS
PARAMOUNT'S FOREIGN MASKY
LEGIION

1928



THE FOREIGN LEGION PLEDGE

VOL. 3 JAN. 1, 1928 No 2



THE FOREIGN LEGION PLEDGE

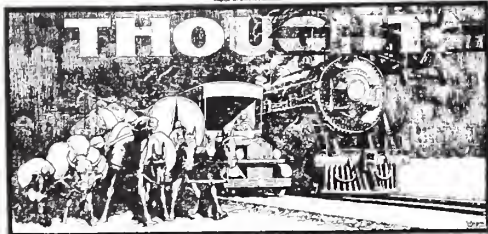


THE FOREIGN LEGION PLEDGE of Paramount is published in the interests of Paramount Legionnaires the World over. It is accepted that they know the contents to be Strictly Confidential.

ADJUTANT: J. H. Seidelman. EDITOR: O. R. Geyer. EDITOR (Pro. Tem.): Albert Deane. ASSOCIATE EDITORS: R. M. "Dick" Blumenthal, George Weltner. FOREIGN LANGUAGE EDITORS: J. Ventura Sureda, Arthur Coelho, José Cunha, N. Vandenstein, Miss Gertrud Wiethake.

Vol. III. January 1, 1928 No. 2

THE POWER OF THOUGHT



We take this very inspiring cartoon creation of Arthur Brisbane and Winsor McCay, wherein they picture the progress-through-thought climb of Man through the ages, and to it we append our own observation of what the Power of Thought has meant—and still means—to the Foreign Legion of Paramount.

It was, in truth, only through this Power of Thought that our Legion came into being. It was the Power of Thought which created the ideal of expansion; and, having done that, it further created our own special problems in order that we, with the desire to progress uppermost in our mind, should set other and bigger Thoughts to work to solve the problems and to set greatness and goodness in the places of the problems.

Moreover, it has been the Power of Thought which has made for us our very tasks, which has made us respect those tasks and the ones who have set them out for us. It is, too, this same power which endows us with an affection for our tasks, and with the will to go out day after day and remould those tasks into stepping stones which will at once carry us, our jobs, and above all our organization along to the ever greater rewards which are always ready for those who believe that the greatest goal that intelligent humanity can reach is that of THE POWER OF THOUGHT.

(NOTE. The cartoon above is intended to show the progress in transportation that man has been enabled to make through The Power of Thought. It appeared in The New York American on November 2nd last.)

MANY GREAT LANGUAGES

It is our steadfast aim to have as many of the world's principal languages represented in each issue of The Foreign Legion Pledge as it is humanly possible. For this reason we point with pride to the fact that the following languages are represented in the current issue:

ENGLISH	FRENCH
SPANISH	GERMAN
PORTUGUESE	ITALIAN
DUTCH	NORWEGIAN
SWEDISH	DANISH
ROUMANIAN	JUGO-SLAVIAN
PIDGIN ENGLISH	

LANGE RITORNA IN ARGENTINA

Frederick W. Lange, direttore della Divisione Argentina, salpò di nuovo per Buenos Aires il 17 dicembre. Tutto immerso nei particolari delle più recenti cinematografie Paramount, egli progetta naturalmente di far raggiungere all'Argentina il posto più alto fra tutte le divisioni, per la fine del 1928.

A Message to Paramount Legionnaires

addressed to you from

ROME

The Drive for the Desks has ended! That fact is pre-eminently the news of the moment, for beyond the simple matter of tabulating the figures, the disposition of the trophies in the greatest manifestation of effort and achievement that the Paramount organization has ever seen, is now simply routine. By that is meant that nothing you do or say now can alter the Drive, because 1927 has gone The Way of All Years and we now have with us a nice, plump and chubby New Year.

But Nineteen Twenty-seven is set solidly in history. It was a gem-filled year for the Foreign Legion of Paramount. It was the year in which the Legionnaires found their footing and gained to the highest degree, the science of learning the right punches of achievement, and when and where to deliver them. It was, in brief, a year which was supremely bountiful in the marvelous array of possibilities and opportunities which it presented, and which was further characterized by the vigorous vim with which those opportunities and possibilities were seized and made to yield to the very limit of results.

It certainly was a marvelous year for the Foreign Legion of Paramount. The motto of "New worlds to conquer" was changed, in a great many instances, to one of "New worlds conquered." The far-flung commerce-lines of Paramount carried our prestige and our product into new territories: new branches, offices, and other channels of distribution came into being; new and finer methods were evolved for the adequate handling of the sterling product which came to us from our Production Department.

In other words, the indomitable will of the Foreign Legion has carried through in every phase of its activities to make the year which has just passed one which was in every way infinitely greater than the one which preceded it. Greatest of all the factors in achieving this was of course the unflagging spirit which animates every Legionnaire—his every thought, action, impulse and endeavor. It is a glorious spirit: the pride of our organization and the envy of those who are not of our organization.

But, allied to this spirit, there have been other grand factors. The year of Nineteen Twenty-seven was particularly noteworthy for the line-up of wonderful big pictures which it gave to the Foreign Legion. What a year! With a consistent hammer-and-punch line-up of wallowing winners like "Beau Geste," "Chang," "The Way of All Flesh," "Hotel Imperial," "Old Ironsides," "The Rough Riders," "Barbed Wire."

But, big as they were, they would have been as nought if they had been without the power-

plus energy of you Legionnaires to make their greatness manifest, and to see that the picture-goers and exhibitors of your respective territories appreciated this greatness to the fullest. You know, you can build the biggest steamer hull in the world, with the most wonderful cabins and saloons—but if you don't put engines and fuel into it, and stand an expert captain on the bridge, it is only worth so much as scrap steel. And that's just how our

Big Pictures would have been if they were minus your zip-and-snap energy in making their merit known to the world.

And that brings us right up to 1928.

There's another year ahead of us, and so we have a parallel with the situation of exactly twelve months ago. With this difference: Nineteen Twenty-eight is already endorsed in advance as a greater year than Nineteen Twenty-seven ever was. It has to be, else there is no progress. And above all, you would not wish it otherwise.

So that starting right now, on the mark of January First, we find that we have the dogged determination of every Legionnaire to back us in our ambitions, we have the organization of the Foreign Legion itself where-in our ambitions may be realized, and—headed by such productions as "Wings," "The Last

Command," the Pola Negri pictures, "Oxford," "The Patriot," "Gentlemen Prefer Blondes"—we are positively certain that we have the product with which to realize our ambitions.

But that doesn't make the way easier: it's harder than ever, for that's the way Progress is. And naturally, above all else, you want Progress.

You will assuredly get it, too, for Nineteen Twenty-eight, more so than ever before, is going to be "The Year that the Paramount Foreign Legion Built." And its seconds will be thoughts, its minutes will be plans, its hours will be achievements, its days will be triumphs—and its months will be twelve wonderful successes!

Eme E. Shauer



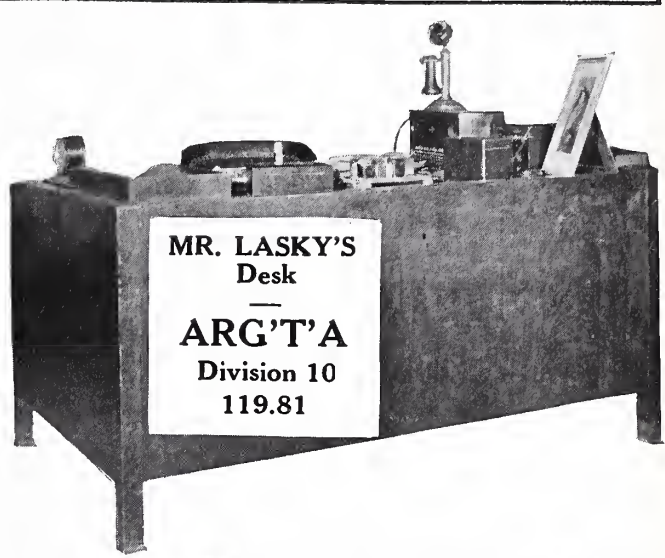
The spirit animating these Paramount-Christie players is not unlike the one which will animate every Legionnaire during 1928. We are going to laugh at our troubles and obstacles, and the way is straight ahead for us—up the stairs of successful accomplishment to still greater triumphs.



THE FOREIGN LEGION PLEDGE



MR. ZUKOR'S
Desk
—
ITALY
Division 11
129.46



MR. LASKY'S
Desk
—
ARG'T'A
Division 10
119.81

IT WON'T BE LONG NOW!

OVER QUOTA, AS AT DECEMBER 1st, 1927

Division 11..	ITALY	129.46
Division 10..	ARGENTINA (Argentina, Paraguay, Uruguay)	119.81
Division 3..	FRANCE (France, Belgium, Switzerland, Egypt, Algeria) ..	107.82
Division 7..	JAPAN	106.11
Division 15..	SPAIN (Spain, Portugal)	101.65
Division 8..	MEXICO (Mexico, Guatemala, Jamaica, Colombia)	100.63

PRINCIPAL MOVEMENTS

Spain has hopped into the "Over Quota" class, with an advance of exactly 11 points. Mexico has joined the "Over Quota" brigade. Italy has advanced its lead by 7 full points, while Argentina retains second place with an advance of 3 points. Japan has bettered its third place by 3 points. Holland has advanced 7 points on the other side of the page; Australia has made a slight advance. Chile has also advanced, and both Central Europe and Germany have come 5 points up the list.

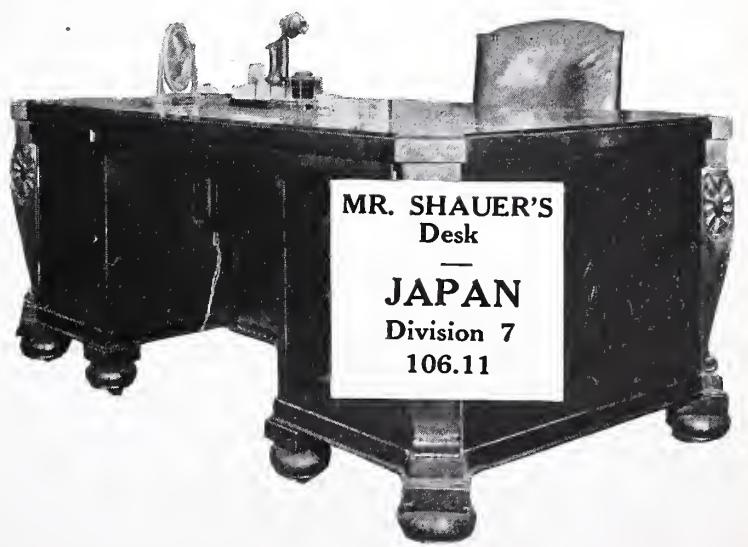
All of which adds terrific zest to the announcing of the final figures in the next issue.

UNDER QUOTA, AS AT DECEMBER 1st, 1927

Division 14..	HOLLAND	95.30
Division 1..	GREAT BRITAIN (England, Scotland, Wales, Ireland)	90.48
Division 2..	AUSTRALIA (Australia, New Zealand, Java, Straits Settlements)	88.75
Division 12..	CHILE (Chile, Peru, Bolivia)	86.59
Division 6..	SCANDINAVIA (Sweden, Norway, Denmark)	85.37
Division 16..	CUBA (Cuba, Porto Rico)	79.58
Division 4..	BRAZIL	73.91
Division 9..	CENTRAL EUROPE (Austria, Hungary, Czecho-Slovakia, Finland, Jugo-Slavia, Roumania, Turkey, Greece)	70.37
Division 5..	GERMANY	56.19



MR. KENT'S
Desk
—
FRANCE
Division 3
107.82



MR. SHAUER'S
Desk
—
JAPAN
Division 7
106.11



THE FOREIGN LEGION PLEDGE



Legionnaires We Are Proud to Know

ERNEST S. HAYES HEADS NEW LIMA (PERU) OFFICE

Perhaps the very newest of the Paramount offices to date is that of Lima, Peru,

South America, where the destinies of Paramount are being guided by Mr. Ernest S. Hayes under the expert leadership of Legionnaire Benito del Villar. Mr. Hayes has entered super-enthusiastically upon his task of supplying Paramount Pictures to Peruvian exhibitors and fans, and as evidence of his enthusiasm we quote his letter to Mr. Seidelman:

"The writer takes this opportunity of assuring that everything possible is being done to place this Branch in efficient working order that we hope will result in good returns during 1928. We feel certain that when Mr. del Villar next visits us he will find everything fine.

"From the Paramount publications we receive from time to time, we note with particular interest the amazing program of Paramount films in other countries, and we venture to predict that before the end of 1928, this modest unit will, in proportion, also prove a successful and creditable addition to the Paramount organization.

"To attain this end, no sacrifice or untiring efforts on our part will be spared, and all assistance you may render us, we need scarcely remark, will be most sincerely appreciated."

That's great, Mr. Hayes. The Foreign Legion Pledge, on behalf of the entire Legion of Paramount, wishes you every success, and assures you in advance that we all have every expectation of seeing that success accomplished by the splendid Legionnaires of the new Lima, Peru, branch.

EXPERT CONTRACT FISHERMAN



JOHN B. NATHAN, the Izaak Walton of Central America, knows not only the good locations for landing the finny beauties, but he has also an expert sense of judgment in knowing where to gather in the heavyweight contracts for Paramount pictures. John is assistant manager of our Cristobal (Canal Zone) office and he knows his Central America like a Canadian Mounted Policeman knows his Clara Bow slogan of "Get Your Man." He has been up and down rivers that famous authors

get paid for writing about, and he has blissfully filled in expense vouchers to the accompaniment of snapping crocodile teeth just ten feet away from the gunwale of the little river steamboat he has been traveling on.

John has carried the Paramount product into places where only the Trade Mark has hitherto traveled, and he has enjoyed the unique experience of having people from the jungles look in awe upon their first motion picture.

In what will have to, for want of a better name, be termed John's leisure hour, he fishes in the ocean for those finny monsters who are desirous of passing from the Pacific to the Atlantic (and vice versa) without the obligation of paying the Panama Canal toll. Usually they recognize Johnny's bait as a short cut to their destination, and finish up on a silver platter before the ever-smiling countenance of J. B. N.

At our latest report, John had undertaken a swift trip down to the seldom visited republic of Ecuador, with visits of particular importance to Guayaquil and Quito. The latter

place has the distinction of having the equator pass in a parallel line down the main street, thus saving the police department the trouble of painting a white traffic line every day.

Having deviated slightly from our subject, let us herewith dedicate this paragraph to an expression of our belief that John B. Nathan will go a very long way with Paramount.

AD SALES IN TROPICAL AUSTRALIA



In this corner of the Ad Sales department of the Brisbane (Queensland, Australia) Exchange are Ad Sales Manager L. Peuleve and his assistant. To them falls the duty of supplying an immense territory, twelve hundred miles deep and nine hundred miles wide with the ever popular Paramount posters, daybills, slides and other material so vitally necessary to successful exhibition. Take a peek at the map of Australia sometime, and see over what a colossal expanse of land these ad salesmen supply the posters to complete the sales made by the film salesmen, who in their turn are often in the territory, away from the exchange, for five months at one time.

In a letter from Cleave J. Shepherd, Ad Sales Manager for the entire Blue Ribbon Division, he pays particular tribute to the good work that Mr. Peuleve is doing. We shall therefore

welcome further material for these pages from the ad sales force at Brisbane; and we shall welcome some unique pictures of their ad sales displayed under some of the out-of-the-ordinary conditions which we know must prevail in places like Cooktown, and Longreach (that's a good place for a boxer to come from) and those other mellifluous Queensland names.

HET EINDE DER CAMPAGNE

De grootsche buitenlandse Paramount-campagne voor het jaar 1927 is thans afgelopen. De cijfers, welke wij in deze editie publiceren, zijn tot op 1 December bijgewerkt, doch daaruit mag men geenszins afleiden, dat de stand op 1 Januari 1928 onveranderd blijft. In onze volgende editie zullen wij eenige bladzijden wijden aan de bespreking van den slotstand der lessenaar-competitie—en aan de kampioenen.

A REAL PERSONAL HERALD

Samuel Cohen, ad sales manager of the German organization, who signs himself in one particular letter "irrespressibly yours," has issued from Berlin a clinking little three-color herald to make the first birthday anniversary of little Teddy Marks Cohen.

Sammy's letter starts: "Acting on the practical Ad Sales principle that 'If he's worth having, he's worth advertising,' and he finishes his letter by saying 'As you can see by the enclosed, I've tied him up with the Paramount Trade Mark to cash in on Paramount's \$20,000,000 international advertising campaign'."

And the Trade Mark certainly is not overlooked, for it graces every page. The herald has six snappy illustrations, an expert and attention-attracting line-up of argument, and a grand slogan which says: "If he's a Paramount Baby, he's the best kid in town."

Teddy Marks Cohen was born in Berlin on December 21, 1926, which fact, as Sammy says, "automatically admits him to membership in Paramount's Foreign Legion."

Berlin greets

THE WAY OF ALL FLESH AND MR. E. E. SHAUER

THE FOREIGN LEGION LEADER'S visit to the German capital coincided most happily with the premier, at the Ufa-Palast, of the first Emil Jannings Paramount picture, "The Way of All Flesh." The cameraman of The Pledge was on the job right from the moment Mr. Shauer stepped from the train, and as a result we are happy to present here a series of excellent scenes of the Berlin visit. In the first picture, Mr. Shauer and Mr. Blumenthal are leaving the station with Melville A. Shauer (center). Third scene is of Mr. Shauer about to enter the Hotel Adlon; fourth scene is a snap of the Foreign Legion Leader on the Unter den Linden. Below is the exterior of the theatre showing the Jannings' picture, and immediately above it is a scene of Mr. Shauer (with grey hat), just entering the theatre for the premier.



THE FOREIGN LEGION PLEDGE



JUST BEFORE THE GRAND PARIS PARAMOUNT OPENING



Adolphe Osso (center) and Al Kaufman (third from right in front row), greet members of the Paris press in the Paramount Theatre a few hours before the grand opening occurred.

PARIS OPENING IS A BLAZE OF GLORY FOR PARAMOUNT

Glittering Ceremony Reflects Highest Credit on All Paramounteers Concerned in Achievement.

In a glorious blaze of light, far outrivalling anything that the Arabian Nights could conjure up, there came to Paris on the evening of November 24th last the honor of possessing the finest motion picture palace on the continent of Europe. To quote our inspired correspondent on the occasion: "The long awaited opening of the Paramount was a typically Parisian event. Preceded by an ingenious publicity campaign, this event brought out everybody who is somebody in the world of literature, politics, art and the diplomatic circles, to assemble in the immense and luxurious lobbies of the theatre erected at the corner of the Boulevard des Capucines and the Chaussee d'Antin."

The following is a description, by the same correspondent (E. Darbon), of the theatre itself and of the very colorful opening ceremony:

Looking from without through the main entrance into the lobby, and as a fine tribute to the memory of Rejane and Porel, whose names are inseparably linked with the Vaudeville's history, one may observe a memorial stone doing just homage to these great names.

An imposing traffic service directed the stream of vehicles before the entrance of the new palace, while a milling crowd of thousands of curious bystanders elbowed their way in the neighborhood of the Paramount, so as to glimpse the arrivals, convened to attend this memorable event.

The accompanying list gives a fair idea of what the opening of the new Paramount Theatre really meant, for no list ever contained such an aggregation of the most illustrious and well known names of Parisian aristocracy. (Several of the more prominent names are given on this page, Ed.)

Members of the French Government, Ambassadors, and Ministers Plenipotentiary attended the opening in person. In fact, the theatre offered an aspect of what is generally termed as an international gathering.

Beyond all doubt the program itself was acclaimed as it fully deserved. "Printemps D'Amour," the Léon Perret picture elicited loud bravos; but at the presentation of "Chang" the audience gave vent to its full enthusiasm.

The great epic of the jungles, as told by the stirring scenes of Cooper and Schoedsack did not fail to make a profound impression on this elite gathering unable to withhold its sincere plaudits.

The orchestra, led by Pierre Millot, gave a beautiful account of itself and Reginald Foort played the great organs in a truly masterful way that charmed the audience.

To make a long story short, it was a wonderful and unique evening and the Press outdid itself in eulogizing the efforts of Mr. Albert Kaufman, as delegate of the Vaudeville Society and Mr. Adolphe Osso, Division Manager of

Paramount in France and neighboring territories.

The critics were also unanimous in their praise for the architects, Messrs. Bluyssen and Veruty, as well as for the Messrs. Shepard and Mongeau, who have succeeded in giving Paris a new temple of light, worthy of its traditions—a theatre that can be called without any ex-

aggeration "the most beautiful moving picture palace of Europe."

Once more Paramount has gained a brilliant victory and this date coinciding with Thanksgiving Day (24 November) will go down in Paramount history as the beginning of a new era of infallible success.

AMONG THOSE PRESENT

Of prime concern to all Legionnaires is the fact that the following great Paramounteers were present at the opening of the Paramount Theatre in Paris:

Mr. and Mrs. E. E. Shauer, Mr. and Mrs. Eugene Zukor, Melville A. Shauer, John C. Graham, Ike Blumenthal, Adolphe Osso, Al Kaufman, David Souhami.

World renowned figures who were also present included: M. Bouisson (President of the French Chamber of Deputies), Marshal Foch, Marshal Petain, General Gouraud, The Marquis of Crewe (British Ambassador), Mr. Sheldon Whitehouse (American Consul General), and the Ambassadors and diplomatic representatives of Brazil, Argentina, Germany, Portugal, Roumania, Denmark, Czecho-Slovakia, Greece and Canada.

LA FIN D'UN CONCOURS

Le mot "fin" à été inscrit sur le magnifique concours de l'année 1927. Le classement dans ce numéro, contient seulement les pourcentages jusqu'au 1er Décembre—mais cela ne veut pas dire qu'ils sont décisifs! Le classement définitif, et les gagnants des divers bureaux, formeront le "clou" de notre numéro du mois prochain.

UN GRAND HONNEUR POUR "HOTEL IMPERIAL"

Au point de vue de représentations actuelles, le record pour le Théâtre Paramount, à New York City, est tenu par le film, "Hotel Imperial," ayant pour vedette, Pola Negri. Les recettes brutes de "Hotel Imperial" pour une semaine, au Paramount, totalèrent \$81,476.00. Ce chiffre, toutefois, est dépassé par les recettes de "Underworld" qui atteint la somme de, \$81,500. Mais il faut se souvenir que "Underworld" eut l'avantage de trois des soirées spéciales de minuit, en plus des représentations régulières, et ce fait, donne à "Hotel Imperial" un léger avantage sur le nombre réel des représentations.

M. LANGE RETOURNE EN ARGENTINE

M. Frederic W. Lange, Directeur Général de la Division de l'Argentine, retourne à Buenos Aires le 17 Décembre. Remplis de détails concernant les nouveaux films de la Paramount, il est tout naturel que M. Lange soit en train de formuler des plans, pour placer sa Division en première place à la fin de l'année 1928.

DIE GLORREICHE PARISER PARAMOUNT

Diese Ausgabe offenbart Ihnen die Einzelheiten über die ungläubliche Pracht, welche die Eröffnung von Paramounts grossartigem neuen Paramount-Vaudeville Theaters in Paris, die am 24. November stattfand, kennzeichnet. Die Presseberichte beweisen, dass diese Eröffnung eine der glänzendsten und wichtigsten europäischen Theaterbegebenheiten des Jahres war.

DEDICATED TO EUGENE ZUKOR



M. Eugène ZUKOR
ET
M. Emil SHAUER
QUI REPRESENTERONT
M. Adolph ZUKOR

A L'INAUGURATION DU
"PARAMOUNT"
SONT PARMIS NOUS

La Paramount Française

les prie de trouver ici
les Souhaits de

BIENVENUE

de

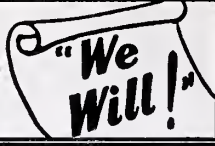
tous les Paramountiers



This is the cover of the energy-spreading house organ of the French organization. It extends a most cordial greeting to two celebrated Paramounteers; and it is from the inside pages of the publication that we learn the fact of the month of December having been dedicated by Mr. Osso to Mr. Eugene Zukor, assistant to our President.



THE FOREIGN LEGION PLEDGE



THE "DIVISION ONE" SUPPLEMENT

Last month there was an expression of regret on our part that a section of the Division One contributions from London had to be held over through lack of space. We promised publication in this issue—and below we are delivering the goods as per schedule. They are sparkling goods, too, and in their own characteristic way they forecast a super-snappy pace from the Bulldog Breed of Britain during the year which sweeps upon us all coincidentally with the publication of this issue.

ENGLAND REALIZES FULL VALUE OF PARAMOUNT AD SALES

Judging by the intense interest we feel here in the reports and letters published in The Foreign Legion Pledge from time to time, telling of the wonderful exploits of our Brother and Sister Paramounteers, we know that a matter which must be of the keenest importance to every Ad. Salesman in the Paramount Organization is to hear news, whether of the difficulties or successes, of his brother Ad. Salesmen either in the American Divisions or in the Divisions of the Foreign Legion.

I know therefore that it is unnecessary to apologize for trespassing on your time in going back to the interesting beginning of our Ad. Organization here in Division No. 1. We started in a very small way in endeavouring to build up good will and better business for our Exhibitors with our Paramount Ad. Aids and it was not till the Winter of last year that the working of this Department was put into line with the universal system; of Requisition Forms, 10-B's and Credits, and it is now after about eight months of real hard work that we can begin to realize what infinite possibilities there are in this Department for development, by bringing bigger audiences to the Exhibitor.

We have an accurate control of our stock, an absolute register of every one of our possibilities and we are systematically working through these so that every Exhibitor, whether he takes the yearly output in an important key Theatre or whether he only takes a Sunday booking once in a while, shall have the opportunity of using the best Box Office Magnet line up that has even been put forward in any show business.

It has been wonderful to watch in actual figures, as the Exhibitors have become more used to the scientific use of advertising, not only in an increase in our Ad. Sales ad-valorem, but also an actual increase of business done by those very Exhibitors. With the finest material available in the business today to advertise the finest Pictures in the world, there is not the slightest doubt that THE PLEDGES WILL REQUIRE HEAVY REVISION to meet the new standards which we shall inevitably create.

C. J. DONADA,

Manager of Ad. Sales Dept., Division 1.

IT'S ON THE CARDS FOR CARDIFF TO WIN, Says E. HANCOCK, Branch Manager

1926-1927 has been a record year for the Cardiff Branch. Now, we are going to make 1927-1928 our record year. We are determined to be second to none. If any of the other Branches fancy their chance, they have Cardiff to reckon with and we are going to be a tough proposition in the future. We feel real sorry for them.

For eight years I have seen many faces and heard many voices, but no faces have I seen and no voices have I heard to compare with the present staff in their enthusiasm for their work. I am never lonely. Many people pass me during the day and gaze at our displays. Even at night I hear someone saying "Paramount."

Our Accounts Department is under the leadership of a Paramounteer with 14 years' service, and is inspired by a motto which is well lived up to.

Our Ad Sales Department is so pep-plus energetic that even when asleep the Statistics



"As long as the line-up at the Plaza!" is fast becoming the London equivalent of saying "About a mile long." And as testimony of this contention we present herewith one of the most recent of the hundreds of similar line-ups which characterized the phenomenal London success of "Chang" and "The Way of All Flesh," at Paramount's celebrated Plaza Theatre. The scene above is in Jermyn Street.

Clerk can still hear the voice of the Ad Sales Manager saying "Are there any more bookings?"

Altogether, we are a very happy band, doing our utmost for Paramount and working with a will to strengthen the foundation of Paramount Short Features.

WHY GREAT THINGS CAN BE EXPECTED FROM MANCHESTER

By L. HARRIS, Branch Manager

Manchester is the small territory with the big possibilities, and I sincerely pledge that the 1927-28 season is going to leave all past records in the shade. In our little country it is an acknowledged fact that "If it goes in Lancashire it's the goods the world over"; hence the demand for Paramount pictures.

Even a bad salesman could sell our present releases, but there are big figures for the fellow selling for value. It is interesting to show just what a small territory, geographically, Manchester branch controls. We haven't a theatre more than 30 miles from the office, which is a great help for covering the ground; yet it has its disadvantages, as my salesmen could tell you when they are challenged with the question, "Why did you miss your last train home?" Lancashire is the hub of the cotton trade, just as Motion Pictures revolve around Paramount. Whilst my branch can only claim a spoke to support the great Paramount wheel, each and every one pledges to give added strength to help that wheel reach a higher pinnacle of achievement than ever recorded before. With Mr. Graham to lead, supported by our Head Office executive chiefs, and the line up of future attractions, the way is made clear of all obstacles.

THE CORDIAL SENTIMENTS OF GREAT BRITAIN'S PURCHASING MANAGER

By C. WHITEHEAD

Our Purchasing Department was organized on October 1st, 1926, and from thence onwards we have adopted a method by means of which, through buying in larger quantities the cost is considerably reduced, and the Department brought more up to date, and we feel

confident that in the coming year we shall do still better.

Our Motto—"Best Quality Goods—Lowest Possible Prices."

Furthermore, under my charge comes the position of Supervisor of Branch Services which combines alterations and repairs to all buildings and premises belonging to this Company in the United Kingdom and Ireland. During the past year we have remodeled and brought up to date the following Branches: Cardiff, Birmingham, Leeds, Manchester, New-Castle, Glasgow, and Dublin, not forgetting Head Office.

Within a few days we shall have our worthy chief, Mr. Emil Shauer, with us, and along with all Paramounteers in this country, I extend a very hearty welcome. We are always pleased to see him and look forward to his visits as those of the return of an old friend rather than an employer.

BIRMINGHAM IS "ARMORED WITH THE PARAMOUNT SPIRIT"

Says JOHN CORPER, Branch Manager

For some considerable time the "outward visible sign" of the Paramount Branch situated in Birmingham, England, served as no true indication of the "inward spiritual grace" of Commercial activity prevalent within its walls.

Happily, however, with the success achieved, consequent upon our famous product, combined with hard work, "the powers that be," enlisted the aid of Builders, etc. with the satisfying result that the Midland Home of Paramount Pictures no longer belies its name.

Armored with the Paramount Spirit, we have little or nothing to fear from any source, in the successful disposition of our product, and have every hope and prospect of increased success in the future, although should any Salesman of our Company, in a temporary fit of aberration, conceive the notion that he requires a larger size in hats, due to his Salesmanship ability, he has only to tackle the hard-bitten bunch of Exhibitors to be found in the Midlands, to realize that he was far from responsible for putting the 'Par' in Paramount!!!

We hold out the glad hand of fellowship, and extend felicitous greetings to our colleagues in other climes, and remind them that whilst "'tis not in mortals to command success," we will, like good Paramounteers—deserve it.

IN TUTTE LE LINGUE

Avrete probabilmente notato che nei numeri recenti dell' "Accordo delle Legioni Estere" abbiamo dato cura speciale alla riproduzione di reclame relativa a cinematografie della Paramount da tutte le parti del mondo. Desideriamo di continuare a farlo e ci rivoliamo alla vostra cooperazione. Dovunque voi vediate una reclame straordinariamente espressiva di qualche cinematografia, che vi sembra possa fare un bell'effetto in questa pagina, volete essere tanto gentili da mandarcela, affinché ci sia possibile di riprodurla? Grazie in anticipo!

EVITAR INCENDIOS EVITA GRANDES PREJUIZOS

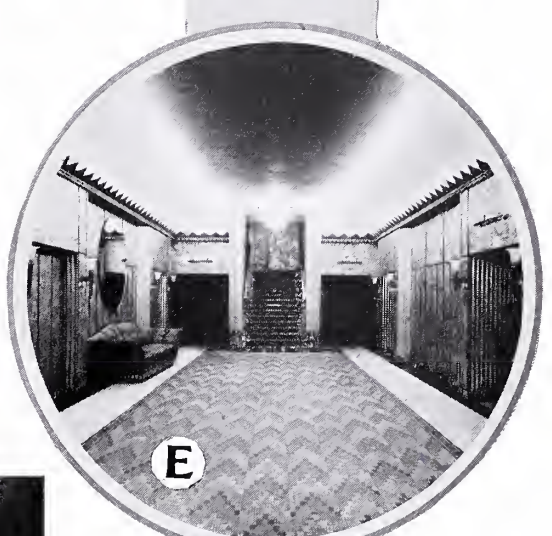
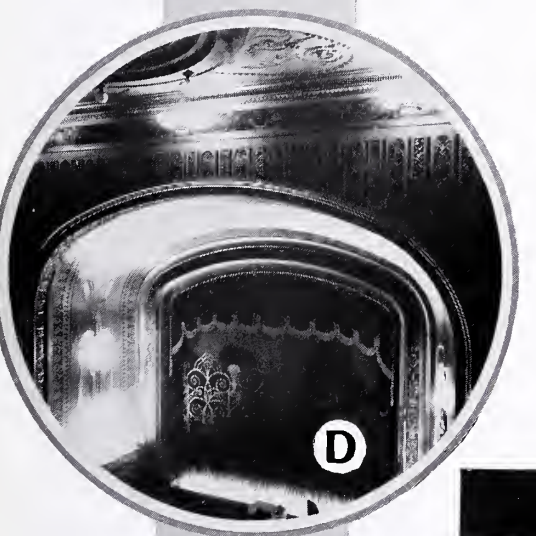
Ha mais de um anno que o Sr. J. H. Seidelman, sub-gerente do Departamento Estrangeiro, está chamando a atenção de todos os Paramountezes para este facto. Tem escripto cartas e tem feito ver a todos os legionarios a vital necessidade de eliminar dos escriptorios e dos depositos tudo que é inflamavel e de facil combustão. Fazer isto é cumprir um dever não só para a Companhia como para todos que trabalham para a Paramount.



THE FOREIGN LEGION PLEDGE

"We Will!"

The Glory of the Paramount Theatre PARIS



(A) Mezzanine Staircase.
(B) Mezzanine Balcony.
(C) Theatre Exterior,

(D) Proscenium.
(E) Mezzanine Parade.
(F) Orchestra, Mezzanine and
Balcony.

GLORIA DA PARAMOUNT EM PARIZ

Neste numero podemos ver o esplendor da inauguração do Theatro Paramount, em Pariz, que se realizou na noite de 24 de Novembro p. p. Pelo opinião dos jornaes ficou provado que a abertura deste theatro foi um dos maiores acontecimentos deste anno.

EVELYN BRENT OPPOSITE BANCROFT IN HIS FIRST STARRING PICTURE

Evelyn Brent has been assigned the female lead opposite George Bancroft in his first production as a Paramount star. The picture, now in production under the direction of Victor Schertzinger, is based on the stage play of the oil fields written by Houston Branch under the title, "Wildcat."

A CAMPANHA ESTA QUASI TERMINADA

A campanha da Quota está quasi terminada para o anno de 1927. Os resultados que este numero apresenta são até 1 de Dezembro. O resultado final, bem como as agencias que ganharam as carteiras, será publicado no nosso proximo numero.

FRED THOMSON HAS NEW HORSE

Fred Thomson has secured a stable mate for Silver King, the horse he has used in his pictures during the past few years. The new steed is of Arabian stock, pure white and has the same extraordinary eyes for which Silver King is noted.

The new horse will be seen in Thomson's second starring production for Paramount "The Pioneer Scout," now in production.

O SUCESSO DO FILM "HOTEL IMPERIAL"

Foi o film de Pola Negri "Hotel Imperial" que bateu o record das bilheterias no Paramount Theatre. Produziu \$81.476. Com o mesmo numero de exhibições "Underworld" produziu no mesmo theatro \$81.500. Teve, porém, mais tres exhibições depois da meia noite. Isto mostra facilmente que o film "Hotel Imperial" bateu este record.

EN TOUTES LANGUES

Vous avez probablement pris note que nous faisons une specialité de publier dans le "Foreign Legion Pledge" les avertissements et réclames de la Paramount, de tous pays. Nous voulons continuer ceci, et demandons votre coopération. Toutes les fois que vous voyez une affiche, ou un réclame, ou du matériel d'exploitation, qui, à votre avis vaut la peine d'être publié, voudriez vous bien nous l'envoyer pour que nous puissions les reproduire dans le "Foreign Legion Pledge"? Merci d'avance!

EL FIN DE LA CAMPAÑA

En lo que respecta al punto material, la magnífica campaña llevada a cabo durante 1927 ha tocado a su fin. Los datos que se publican en este número son del primero de diciembre pasado, pero bajo ningún concepto se pueden considera concluyentes. Las cantidades definitivas...y el nombre de los vencedores de los premios—serán uno de los temas más importantes del próximo número.

LA MEDALLA PARA "BEAU GESTE"

En la última página de este número reproducimos una fotografía de la medalla que los lectores de la revista cinematográfica, "Photoplay Magazine," adjudican a la mejor producción del año. Dicho premio fué creado en 1920, habiendo sido ganado por la Paramount tres veces: en 1920 con "Humoresque," en 1923 con "La caravana del Oregón" y en 1926 con "Beau Geste."

"WINGS" SHOULD VANQUISH WAR

The Church and Drama Bulletin of America, which enjoys an extensive circulation among the Nation's clergy, reviewing "Wings," recommends the picture "in the hope that everyone who sees it will resolve that never again shall the airship be used in destroying the lives and property of nations." The review adds:

"This is a World War picture of the air—grand, thrilling, tragic! President Coolidge said some time ago that it was for those who had seen the devastating effects of modern warfare to prevent its recurrence. This picture will not let us easily forget."

"WINGS" PERMANECE EM EXHIBIÇÃO EM BROADWAY

A epopeia do ar "Wings," da Paramount, continuará a ter a distincção de ser exhibida em Broadway durante muito tempo, constituindo assim uma das maiores atrações de New York. Estreiou no dia 12 de Agosto e em breve completará seis mezes de exhibição.

MR. SHAUER EN EUROPA

Mr. E. E. Shauer, jefe de la "Legión Extranjera" y Gerente General del Departamento Extranjero de la Paramount, en los momentos de entrar en prensa esta edición, se encuentra en Europa en viaje de estudio de las condiciones del mercado de películas. Melville A. Shauer, Gerente del Departamento de Ventas, lo acompaña en el viaje.

"WINGS" DER AM LAENGSTEN LAUFENDE FILM AM BROADWAY

Paramounts Superfilm der Luft "Wings" erfreut sich jetzt der Auszeichnung, von allen zirkulierenden Glanznummern am Broadway in New York City, der Film mit dem long-run Rekord zu sein. Er erlebte seine Uraufführung am 12. August. Wenn Sie diese Zeilen lesen, wird er schon den 6. Monat seiner Saison begonnen haben.

LANGE KEHRT NACH ARGENTINIEN ZURUECK

Frederick W. Lange, der Direktor für Argentinien, reiste am 17. Dezember, mit allen Einzelheiten in Bezug auf neue Paramount Filme vertraut, nach Buenos Aires zurück. Sicherlich beabsichtigt er nun, den ersten Platz aller Abteilungen für das Jahr 1928 für Argentinien zu gewinnen.

THELMA TODD, one of the graduates of the Paramount School of Players who has made good in superb fashion. Following the role of leading woman opposite Gary Cooper in "The Last Outlaw" she has played other prominent roles, culminating in the leading role opposite Richard Dix in "The Gay Defender." She is also to be seen opposite Dix in the athletic star's newest production, just completed, and bearing the nifty title of "Sporting Goods."

HET NIEUWE SCHITTERENDE PARIJSCH E PARAMOUNT THEATER

Elders in deze editie is een beschrijving opgenomen, die U eenig idee geeft van de weelderige pracht van het nieuwe Paramount Theater in Parijs, hetwelk op 24 November 11. in tegenwoordigheid van vele vooraanstaande personen uit de tooneel- en filmwereld en talrijke hoogwaardigheidsbekleeders geopend werd. Uit de ons toegezonden artikelen in de Parijsche Dagbladders blijkt ons, dat de opening van dit theater het schitterendste en belangrijkste evenement was in de Europeesche theaterwereld in 1927.

EEN GROOTE EER VOOR 'HOTEL IMPERIAL'

Een vergelijk tusschen het aantal voorstellingen en de recettes der films, welke in het afgelopen jaar in het Paramount Theater vertoond werden, laat ons zien, dat Pola Negri's film 'Hotel Imperial' het record behaalde met een bruto-recette van \$81.476.

De recettes van 'Underworld' waren weliswaar eenigszins hooger (\$81.500.—) doch dit bedrag is geflatteerd, aangezien 'Underworld' drie extra middernacht voorstellingen genoot, waardoor Pola Negri's succesfilm, rekening houdend met het aantal voorstellingen, gemakkelijker van 'Underworld' wint.

EEN MEDAILLE VOOR 'BEAU GESTE'

Op de laatste bladzijde van dit blad hebben wij de medaille gereproduceerd, welke ieder jaar door lezers van het 'Photoplay Magazine' aan de beste film van het voorafgaande jaar wordt toegekend en ditmaal behaalde 'Beau Geste' deze onderscheiding. Gedurende de laatste 7 jaar heeft Paramount drie dezer medailles gewonnen met: 'Humoresque' in 1920—'De Huifkar' in 1923—en met 'Beau Geste' in 1926.

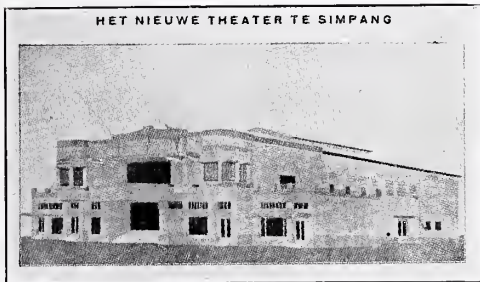




THE FOREIGN LEGION PLEDGE



Paramount News From the Earth's Four Corners



AWAY OUT EAST IN JAVA

As a remarkably fine indication of the progress of the motion picture in that part of the world which we term the Far East, we reproduce this model of a lavish modern theatre now being erected in Soerabaia, Java. This part of the world has its Paramount interests under the general managership of John A. Groves, with offices in Batavia, Java, while Austin Levy is manager of the Paramount branch in Soerabaia.

"A WEEK OF PARAMOUNT BARGAINS"



This was a novel application—and an effective one, of the Paramount Week idea. It was put across in Launceston, Tasmania, Australia, by a very live exhibitor named Horrie Peverill, manager of the Majestic Theatre. This department store window tie-up was one of a hundred stunts that he engineered during his recent highly successful celebration of the Seventh Annual Paramount Week.

LANGE VERTREKT NAAR ARGENTINIE

Frederick W. Lange, de Directeur der Argentijsche Divisie, is den 17n December naar Argentinie teruggekeerd. Tijdens zijn kortstondig bezoek aan het Hoofdkantoor heeft hij zooveel Paramount films gezien, dat hij de Argentijschen door middel van een geweldige Paramount campagne in 1928 naar den top van het ranglijstje wil voeren.

HAGA LO QUE PUEDA POR EVITAR INCENDIOS

Durante el último año, Mr. J. H. Seidelman, Sub-gerente del Departamento Extranjero de la Paramount, ha venido sosteniendo una vigorosa campaña en todo el mundo para tratar de evitar los incendios. A tal respecto, ha escrito muchas cartas, ofrecido múltiples sugerencias y recomendaciones para que cada uno de los empleados del Departamento Extranjero impida a todo costo la posibilidad de un incendio en la oficina. Este es el deber de todos, no sólo deber de empleado para con la empresa, sino deber de compañero de trabajo para con los demás... y con uno mismo.

IMPORTANT STOP PRESS NEWS

We have just attended a screening of Sir Harry Lauder's celebrated British picture "Huntingtower," made by Welsh-Pearson, Ltd. It is a fine and creditable production, and we plan to pay high tribute to it in a review next issue.

HURRAH FOR SIR HARRY

Cabled news in The New York Times tells of the conferring of the Freedom of the City of Edinburgh on Sir Harry Lauder, foremost Scottish comedian of the world, and star of the British picture, "Huntingtower," which is to be distributed in practically every country by Paramount. Edinburgh is Sir Harry's birthplace, and the man who made "A Wee Doch an' Dorris" famous is the first professed comedian enrolled on the honor list of Scotland's capital. You'll know why when you see "Huntingtower."

NOTED ARGENTINIAN PRAISES "BEAU GESTE"

From Mr. J. E. Hawker, of the Buenos Aires office, we are in receipt of a letter which was written by a very noted South American man of letters. Mr. Hawker's explanation, as well as the English version of the author's letter follow:

The name of Yamandú Rodriguez is respected as one of positive value in the world of letters. The theatre owes him works of great beauty on native matters, treated with rare ability, and which in good time, will enrich the literature of our theatre. The letter of Yamandú Rodriguez follows:—

Gualeguaychu, October 22, 1927.

Mr. Oswald Machado,
Dear Friend:

You wish my opinion of "Beau Geste?" I will be categorical: this picture reconciled me to the silent drama. Because of the thread of tragedy which crosses its admirable scenes, the hymn of the French fort in charge of Beery, and the tenderness which moves the figures of the poem, this production occupies first place in American cinematography. It is a stupendous picture. (sgd.) Yamandú Rodriguez.

CAPITOL THEATRE AT AUSTRALIA'S CAPITOL TO SCREEN PARAMOUNT

When Australia's new capital city, Canberra, was opened by the Duke of York last May, it was inevitable that at the same time there should be built in this city a lavish motion picture theatre. The house is now completed and has been named the Capitol. Within a few weeks it is to be opened by the Prime Minister of Australia, Mr. S. M. Bruce, and it will open with a Paramount picture, because New South Wales branch manager, Fred Gawler, signed a contract with the theatre to take the Paramount output for the next 18 months.

The picture is a British production, "The Flag Lieutenant," released and distributed in Australia and New Zealand by Paramount.

BOOSTING LLOYD IN ZAGREB



From Zagreb, Jugo-Slavia, comes this very excellent evidence of the progress of practical exploitation in conjunction with Paramount releases. This football team paraded for the especial purpose of announcing the presentation of Harold Lloyd's famous college picture, "The Freshman."



IN BERLIN. The superbly striking exterior decoration of the Ufa-Pavilion Theatre on the occasion of the premiere of "The Way of All Flesh." Word received from Publicity Director Jerome Luchenbruch tells of the rapture of the critics over the picture, and of the fact that the tremendous attendance records point to an exceptionally long run for the Emil Jannings starring picture. A truly imposing array of celebrities attended the picture's opening, and were filmed both arriving and leaving the theatre. A picture of Mr. E. E. Shauer arriving at the theatre appears on another page of this issue. It will be noted, from the illustration above, that Paramount Trade Marks appropriately flank both sides of the entrance.



LEADERS BOTH. The inspiring leader of our beloved Paramount organization—Adolph Zukor—holds interesting converse with the world's leading actor, Emil Jannings. The picture was taken out at the Hollywood Studio early in December, on the occasion of the Paramount President's first visit to the new headquarters of production. Jannings at the time was at work on his new picture, "The Last Command."

FIRST SALE IN NEW BLUE RIBBON HEAD OFFICE

Through the medium of "The Whole Show," pep-filled house organ of the Australian Division, we learn that the very first contract signed in the new home office of the Blue Ribbon Bunch was for a sale made by Booking Manager Leslie Brown of the Sydney Exchange. The picture for which the contract was made was "The Rough Riders," which fact may or may not be an augury for the grand fight the Blue Ribbon Bunch are going to put up in 1928.

THE FOREIGN LEGION PLEDGE → "We Will!"

PARAMOUNT ADVERTISING AROUND THE WORLD

TUN SIE ALLES IN IHRER MACHT, UM FEUER ZU VERHUETEN!

Ueber ein Jahr schon führt Herr J. H. Seidelman, der Hilfsdirektor der Auslandsabteilung, in der ganzen Welt einen sehr nachdrücklichen Feuerverhütungsfeldzug. Er schrieb viele Briefe, bereitete viele Feldzüge vor, und hat immer wieder die Notwendigkeit betont, dass es das Amt eines jeden Legionärs sei, alle feuergefährlichen Gegenstände etc. aus dem Kontor oder der Abteilung zu eliminieren. Dieses durchzuführen ist Ihre Pflicht; nicht nur gegenüber der Firma, sondern in erster Linie Ihren Mitarbeitern gegenüber und des eigenen Selbst.

LANGE VUELVE A LA ARGENTINA

Frederick W. Lange, Gerente General de Argentina, se embarcó el 17 de diciembre rumbo a Buenos Aires. Llevando consigo una completa información acerca de las nuevas producciones de la Paramount, es natural que procure arreglar las cosas de forma que Argentina esté a la cabeza al terminar el año de 1928.

"WINGS" ("ALI") — LA FILM CHE HA MANTENUTO PIU A LUNGO IL SUO POSTO IN BROADWAY

La epica dell'aria della Paramount, "ALI," gode ora la distinzione di essere la film che è stata data un maggior numero di volte di tutte le attrazioni correnti che hanno mantenuto il campo lungamente in Broadway, New York City. La cinematografia venne presentata il 12 agosto, di maniera che, quando leggerete queste righe, avrà raggiunto il sesto mese della sua stagione.

LIVE SPANISH EXPLOITATION

ESTHER RALSTON
LA REINA DE LA MODA
COLISEUM

General Manager C. Ponedel, of the splendid Coliseum Theatre, Barcelona, Spain, decided that "Fashions for Women" presented one of the finest opportunities for demonstrating to the motion picture industry of Spain the manifold values of exploitation. He outlined his campaign, and of course was told that "it couldn't be done." But it was done, and here is the result—two pages of publicity in the Dia Graphico at no cost whatsoever to Paramount, the cost being shared by the merchants whose advertising filled the other pages of this rotogravure section of the paper. That's darned fine work; and now we know that exploitation is no longer impossible in sunny Spain.

JULIAN JOHNSON, who among other things titled "Wings," has signed a new long-term contract as film and title editor with Paramount.

Extra-Blatt PARAMOUNT
Um Himmels Willen, Harold Lloyd!
Wie ich an meiner Brille kam.
HAROLD LLOYD
„Um Himmels Willen“
IN UFA-PALAST AM ZOO

BIG BERLIN BUSINESS-GETTER

This Harold Lloyd herald came to hand from Berlin along with Jerome Lachenbruch's account of the supremely successful season's start of "For Heaven's Sake" at the Ufa Palast Am Zoo. The audience had a glorious time, the Parufamet publicity director said.

The herald was distributed by students dressed as Harold Lloyd, who walked along the street, reading one of the heralds and distributing others at the same time. The boys were dressed in white trousers and straw hats, and as it was rather cold in Berlin at the time, the stunt attracted a great deal of attention.

The reviews of the picture—the letter added—were written in the loftiest superlatives, which augured well for the success of "For Heaven's Sake" throughout Germany.

LA PARAMOUNT FILMS S. A.
SE IMPONE EN EL PERU ENTERO A SUS EXITOS INSUPERABLES, UNE AHORA ESTAS TRES OBRAS MAESTRAS
"La Carrica" **"Tenorio Timido"** **"Peter Pan"**
EDIFICIO PARAMOUNT
Cobios Oficiales de la Paramount Films S.A.

FROM PERU. This is an excellent full page advertisement recently used in the celebrated Peruvian periodical, "Critica." It was inserted by the manager of Paramount's Lima office,

COMBINING TWO FAMOUS SLOGANS

This theatre advertisement from Singapore, Straits Settlements, has allied the two great slogans of "If it's a Paramount picture, it's the best show in town" and "Paramount, the whole show," and has made from them the slogan—"If it's a Paramount picture, it's the whole show." Note that the Trade Mark is conspicuously in its correct and proper place.

* **PARAMOUNT** *
* Take Great Pleasure *
* in Framing *
* Another Stupendous Attraction. *
* **THE** *
* **"AMERICAN VENUS"** *
* The Film Beautiful. *
* Gorgeous Color Technique. *
* Action. *
* Comedy. *
* Thrills. *
* Beauty. *
* Drama. *
* Suspense. *
* **ALHAMBRA** *
* **NOVEMBER 8th** *
* **IF IT'S A PARAMOUNT PICTURE, IT'S THE WHOLE SHOW** *

"WINGS" OPENS IN CANADA

Montreal gains the honor of being the first city outside the United States to publicly re-lease Paramount's epic of the air, "Wings." The picture opened in the Canadian metropolis on Christmas Day and scored a thrilling success.

STILL ANOTHER LANGUAGE

Our passion for packing as many languages as possible into The Foreign Legion Pledge persists to such a degree that when we learned of the official adoption of the language known as Pidgin English in the mandated territory of New Guinea, we were restlessly perturbed until we were able to secure, direct from that virgin paradise, a sample of the newly endorsed national literature. This we give to you below, and while it may be seriously doubted in some circles that the time-honored miracle of "four-and-twenty blackbirds baked in a pie" is of paramount interest to the members of our Foreign Legion, we can at least be reasonably certain that the pie in question certainly delivered its quota for "Wings." However, as it is Pidgin English that we are interested in, permit us to proffer our official sample for your more or less undisguised interest.

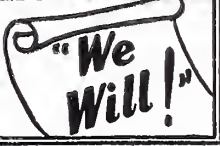
The jargon has attained distinction not only because it has been an essential in the life of the East, but equally because the foreigner there has found it irresistible. Its enchanting qualities are better illustrated than described, and the following rendition of a favorite nursery rhyme offers a fair introduction:

*Singee songee sick a pence,
Pockee muchee lye (rye);
Dozen two time blackee bird
Cookee in ee pie.
When him cuttee top-side
Birdee muchee sing;
Him tinkee nicee dish
Settee for ee King!
Kungee in ee talke loom (room)
Cunttee muchee money,
Queenee in ee kitchee
Chow-chow breadee honey.
Seraunt gilo workee
Washee hangee clothes,
Chop chop comee blackee bird
Nippee off her nose!*

Mr. Ernest S. Hayes, for the purpose of acquainting the people of Lima with the fact that Paramount has opened a branch there. A very inspiring letter from Mr. Hayes appears on another page. Before turning to read it, please observe the very excellent display here given to the Paramount Trade Mark.



THE FOREIGN LEGION PLEDGE



GROSSE EHRENBEZEUGUNG FUER "HOTEL STADT LEMBERG"

Der Kassenrekord für das Paramount Theater wird vom Pola Negri Film "Hotel Stadt Lemberg," mit einer Einnahme von \$81,476 behauptet; abgeschätzt nach aktuellen Vorstellungen und Anzahl der Vorführungen. Diese Summe wurde allerdings von der Einnahme des Films "Unterwelt," nämlich \$81,500, übertroffen, doch muss in Betracht gezogen werden, dass "Unterwelt" den Vorzug hatte, drei spezielle Mitternachtvorstellungen ausser den gewöhnlichen Vorstellungen zu haben. Dieses verleiht "Hotel Stadt Lemberg" einen glänzenden Sieg.

Til The Foreign Legion Pledge, New York.

Inden det gamle aar er tilende, vil jeg gjerne faa sende en hilsen til Deres utmerkede blad og takke for al den hygge og underholdning det har skaffet læserne her i Norge. Det forhindrer jo ikke, at det av og til kan gaa en stakkar koldt nedover ryggen, naar man ser, at Skandinaviens endnu ikke er blit no. 1 i den store "drive," men den dag skal komme, for en viking gir sig ikke saa let. Og ny kraft og nye impulser maa man ogsaa faa, naar man ser en produktion som den, Paramount har sendt ut denne sæson. Brilliant! Og det skal nok vise sig, at det kolossale arbeide, Paramount har nedlagt for at tilfredsstille det krasne kinopublikum vil bære frugter i fremtiden. Og allerede inden denne sæsons slut haaber jeg at være paa god vei mot det store maal: No 1 i "driven."

Beste hilsener
ERLING ERIKSEN,
Oslo, Norway.

(TRANSLATION).

"Before the old year is at an end I would like to send greetings to your wonderful paper and express my appreciation for the entertainment and education it has given to the organization here in Norway.

Naturally we feel very bad that Scandinavia is not yet number "1" in the big drive, but we know that the day will soon come when we will be at the top, because a Viking never gives up. When we see a product such as the one Paramount has sent us this season we get new strength and ambition to do bigger and better business. The great work which Paramount has done to satisfy the critical public is bound to bear fruit, and before this season ends we hope to be well on the way to the great goal; number "1" in the drive.

With kindest regards,
ERLING ERIKSEN."



A NEW LLOYD PHOTO

We are happy to present to you one of the newest and finest portrait studies of a popular comedian named Harold Lloyd. This young Harold chap was majorly responsible for the laughter element in such eminently popular Paramount releases as "For Heaven's Sake" and "The Kid Brother," and he recently wrought from the best of his energy and fun-making propensities a super-excellent piece of hilarity which General Manager S. R. Kent of Paramount adequately titled "Speedy."

In our new photo, which was secured after an elaborate amount of coaxing, Harold impersonates Romeo as Romeo would have appeared if, in the year that William Shakespeare caused him to live, he had taken unto himself the whimsical fancy of impersonating Harold Lloyd.

But, be that as it may, we go right down on record here with the statement that "Speedy" is unqualifiedly the best Lloyd picture that the Lloyd Corporation has given to Paramount for release—so put that in your spool and rewind it!

"HOTEL IMPERIAL" SE LLEVA LOS HONORES

En relación al número de exhibiciones, la película que ha proporcionado más ingresos en la taquilla del teatro de la Paramount en Nueva York fué "Hotel Imperial," de Pola Negri. Esta película dió una entrada de \$81,476. Esta cifra es algo menor a la proporcionada por "Underworld," que ascendió a \$81,500; pero considerando que esta última producción obtuvo el honor de tres exhibiciones de medianoche además de las regulares, resulta que "Hotel Imperial" dió más ingresos netos en relación al número de exhibiciones.

LA GLORIA DE LA PARAMOUNT EN PARIS

En este número publicamos detalles del esplendor que revistió la inauguración del hermoso coliseo de la Paramount en París el 24 de noviembre pasado. De acuerdo con los datos que copiamos de la prensa parisina, la inauguración de tal teatro ha sido uno de los eventos más importantes en su género llevados a cabo en Europa durante el año.

DOE, WAT GE KUNT, OM BRAND TE VOORKOMEN!

Deze waarschuwendende woorden van den Heer J. H. Seidelman, Assistent Directeur der Buitenlandsche Afdeeling van Paramount worden overal in de Paramount wereld gehoord. Hij heeft vele vermanende brieven geschreven, vele campagnes op touw gezet en al het mogelijke gedaan om Paramounters met nadruk te wijzen op de noodzakelijkheid van het bestrijden van brandgevaar op de binnen- en buitenlandse Paramount kantoren. Het verijdelen van brand is niet alleen een plicht voor Uw eigen veiligheid doch tevens voor die van Uwe collega's en van de Paramount organisatie in het algemeen.

Denmark Hopes to Exceed Its Quota for 1928

Tiderne i Danmark er daarlige; det er den ene Kendsgerning.

Paramount Filmene er saa gode, som de ikke har været nogensinde før; det er den anden Kendsgerning, og det er denne sidste, som faar mig til love Mr. Carl P. York al den Hjælp, han behøver, for at han kan bringe Skandinaviens frem paa Førstepladsen i det kommende Aar.

Danmark er et af de mindste Lande paa Verdenskortet, og alle I Paramounteers i de store Verdenslande har svært ved at finde det. Det kan jeg og mine Folk her paa Copenhagen Office ikke ændre, men vi kan til Gengæld gøre det let for alle Paramounteers Verden over at finde Danmarks Navn under "What Price Standings Now." Se blot øverst paa Listen; der skal det lille Danmarks Navn staa i 1928.

Men lykkes det os at indtage denne Plads, da ved vi godt, at det skyldes først og fremmest Filmene fra vot Homeoffice in New York. Mr. Seidelman har fortalt os om Big Pictures, og vi ved, at de kræver Big Business.

Danmark skal vise, at vi kan slaa vor Quota for 1928.

P. SALOMONSEN,
Branch Manager, Copenhagen.

Denmark Hopes to Exceed Its Quota for 1928

TRANSLATION.

Industrial conditions in Denmark are at the present time very poor; this is our only handicap. The Paramount pictures, however, are better this year than they have ever been before, and therefore I have promised Mr. Carl P. York to help bring Scandinavia into first place the coming year.

Denmark is one of the smallest countries on the map and all of you Paramounteers in the great Western hemisphere will have difficulty in finding it. This is a fact which I and my associates here in the Copenhagen office cannot change, but to make up for this we will make it very easy for Paramounteers all over the World to find Denmark's name under "What Price Standings Now." All you have to do is to look at the top of the list where you will find little Denmark's name stand out predominantly in the year 1928. Our success in reaching this place, we realize will be principally due to the wonderful pictures which we receive from New York. Mr. Seidelman has told us all about the big pictures coming, and we know that big pictures require big business.

Denmark will show that it can exceed its quota for 1928.

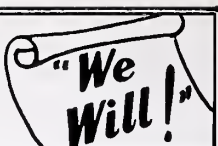
P. SALOMONSEN,
Branch Manager, Copenhagen.

THE FINAL DESK DRIVE RESULTS Will Be Given Full Display Next Issue.

א דייטשע בילד אין „פאראמאונט“
צום ערשטען מאהל אין דער געשיכטע פון „פאראמאונט“ טעאטער, ניו יארק, פארנעמט א דייטשע בילד די הויפט־ראלע. די בילד איז פון דער פארמיטער פאראמאונט־אופא ארגאניזאציע, און הייסט „דער לעצטער וואלץ“. זי איז געשפילט געווארען אין דער וואך פון 12טען נאוועמבער. אלע קריטיקער און דאס פובליקום זיינען געווען באגיטערט פאר'ן בילד. די וואך ווען די בילד איז געציגט געווארען איז געווען די לעצטע וואך פון דעם ערשטען יאר פון „פאראמאונט“ טעאטער. דעם 19טען נאוועמבער האָט דער טעאטער אנגעפאנגען זיין צווייטען יאר.



THE FOREIGN LEGION PLEDGE



Scientific Film Archive Needed.

Foundation laid through Paramount's gift to the Stockholm Museum of Natural History

The Paramount Famous Lasky Corporation, through Mr. Carl P. York in Film A.-B. Liberty, has presented to the Swedish Museum of Natural History one print of the renowned American success "Moana of the South Seas." The copy which has been turned over to the Museum has been especially prepared in order that it may be kept for many years, and besides contains even more material than was shown in the original print at the theatres here. The purpose of this valuable gift is to lay the foundation for a film archive within the Museum.

ETT VETENSKAPLIGT FILMARKIV AV NODEN

Grunden lagd genom Paramounts gåva till Etnografiska museet.

Etnografiska museet i Stockholm har av Paramount-Lasky och direktör Carl P. York i Film A.-B. Liberty som gåva fått mottaga den berömda amerikanska succéfilmen "Moanas son." Den kopia, som nu överlämnats, har i Amerika särskilt preparerats för att kunna bevaras en längre tid och dessutom kompletterats, varigenom den blivit avsevärt fylligare till sitt innehåll än den här förut visade. Avsikten med denna värdefulla gåva är att lägga grunden till ett museets eget filmarkiv.

KUNGL. SVENSKA VETENSKAPS- AKADEMIEN

Paramount, Filmliberty, Stockholm: —

Sedan t. f. föreståndaren för naturhistoriska riksmuseets etnografiska avdelning dr. G. Lindblom för Kungl. Vetenskapsakademien anmält, att nämnda avdelning av Eder fått mottaga en kopia av en etnografisk film upptagen på ön Savaii i Samoa-gruppen, får Vetenskapsakademien under vars förvaltning riksmuseet är ställt, härmed till Eder framföra uttrycken av sin synnerliga erkänsla för denna värdefulla gåva och det intresse Ni genom dess överlämnande behogat visa museet.

Stockholm, den 26 oktober 1927.

På Kungl. Vetenskapsakademiens vägnar:
H. G. Söderbaum. J. E. Johansson.

Translation:

The Royal Academy of Science.

Paramount, Filmliberty, Stockholm: —

Inasmuch as the president of the State Museum of Natural History, Dr. G. Lindblom, has notified the Royal Academy of Science that his department has had the great pleasure of receiving one print of an educational film taken on the Island of Savaii in the Samoa group, the Academy of Science, by which the State Museum is governed, desires to convey to you their expression of its sincere appreciation of this most valuable gift and the interest Paramount has shown the State Museum of Sweden.

Stockholm, October 26, 1927.

In behalf of the Royal Academy of Science

H. G. Söderbaum. J. E. Johansson.

EEN RECORD VAN 'WINGS'

Er is op het oogenblik geen enkele productie op Broadway, die zich in zulk een langen onafgebroken speelduur mag verheugen als Wings, het vlieg drama van Paramount. De film begon op 12 Augustus 11. in het Criterion te loopen en loopt nog.

AND ANOTHER SWIFT YEAR ROLLED AROUND

On Saturday, December Tenth, a few of his friends intrigued R. M. "Dick" Blumenthal into a little surprise luncheon. It was quite a success as a surprise, and also a success in reminding "Dick" that he is now 22 years of age, a single candle on the birthday cake signifying to him that he has advanced one year beyond the age when he acquired the right to vote. The luncheon was held at Sardi's, adjoining the Paramount Building at the Crossroads of the World, and those attending were O. R. Geyer, Jim Clark, John C. Wright, Palmer Hall Stilson, Geo. Weltner, Albert Deane, Charles Gartner, John Ojerholm, Al Ferraro, and, most naturally, "Dick" Blumenthal.



LLOYD MAY PRODUCE TWO YEARLY; WORKING ON STORY TO FOLLOW "SPEEDY"

Harold Lloyd will release two pictures during the present year, if he maintains his present production plans.

With the filming of his current picture, "Speedy," proceeding on scheduled time, Lloyd expects to have it finished shortly after the new year, and set in for issuance sometime early in the spring. Everything hinges, however, on the breaks he gets in the weather, for virtually the entire remainder of the picture is slated to be shot outdoors.

The Lloyd scenario staff is now working on the story to follow "Speedy." The bespectacled comedian already has outlined an idea for the picture, one which he feels has all the basic elements of a successful comedy theme. Like "Speedy," it is a story that he has kept in view for several years, awaiting only an opportune time for its production.

MEDAILLE FUER "BLUTSBRUEDERSCHAFT."

Auf der letzten Seite dieser Nummer gelangt die goldene Medaille, welche jedes Jahr von den Lesern des "Photoplay Magazines" für den besten Film des Jahres gestiftet wird, und in diesem Jahre "Blutsbrüderschaft" zuerkannt wurde, zum Abdruck. Diese Prämie gelangte seit sieben Jahren jährlich einmal zur Ausgabe, und wurde während dieser Zeit drei Mal von Paramount Filmen gewonnen: 1920 von "Humoresque," 1923 von "The Covered Wagon" und in 1926 von "Beau Geste."

THE MARCH OF THE HOUSE ORGANS

One by one, week by week, the pep-spreading house organs of the Foreign Legion of Paramount march proudly into the Home Office at the Crossroads of the World. Always are they interesting, and always do they go on file, for they are the history recorders of the organizations and divisions which they represent.

Several excellent copies of "Our Answer" have come to hand from Berlin. This publication is printed in both English and German, and we think so highly of one of their editorials that we are reprinting it in The Foreign Legion Pledge this issue.

Then of course there is "La Paramount Française," breathing the very fighting spirit of Mr. Osso's Division. We have reproduced the cover of a December issue on another page, and from this you will see that Division Three dedicated the month of December to Eugene Zukor, assistant to the President of our organization.

"El Matador" of Spain is a regular and welcome visitor, usually accompanied by the special four-page publicity bulletin which is designed particularly for the exhibitors in the Matador Division.

Also on the list of regular visitors is Italy's sprightly "Paramount," a magazine of much punch and a good deal of originality. A current issue has been partly devoted to the visit to Italy of Eugene Zukor, and to the expressed contention that Italy is to positively win the desk of Adolph Zukor. Furthermore, we note that this issue of "Paramount" has devoted two entire pages to the care of film and to the correct manner in which film splices should be made.

"The Whole Show" of the Blue Ribbon Bunch regularly crosses the Pacific Ocean from Australia. It's a Whole Show of Pep and Sparkle, too; and in its issue of late November there is a sufficiency of solid forecast to make all of the other Divisions look more than earnestly to their laurels for 1928.

The House Organ idea is fine, for it certainly is a contact of understanding between all of the far-flung Divisions of Paramount's mighty Foreign Legion.

DID YOU KNOW that, so far as memory goes, "Chang" is the first film title which has remained the same word in every country of Paramount's Foreign Legion? That's pretty good proof of its international popularity, too!

THREE OF THE POPULAR LEADS IN "BEAU SABREUR"

We have been promised a wonderfully worthy successor to "Beau Geste" in "Beau Sabreur"—and the few thousands of feet of film that we have seen to date make this promise certain of being more than amply fulfilled. Here are three of the picture's cast of favorite players — Evelyn Brent, Gary Cooper ("Beau Sabreur") and Noah Beery. The picture has all of the tenderness and fire of "Beau Geste," plus a marvelous love interest, and whips of comedy



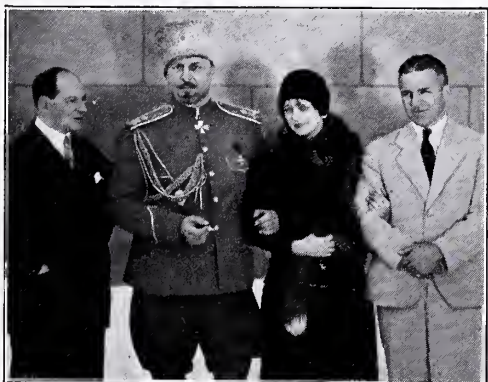


THE FOREIGN LEGION PLEDGE



FATE TUTTO QUELLO CHE E IN VOSTRO POTERE PER PREVENIRE INCENDI!

È ora oltre un anno che il Sig. J. H. Seidelman, Vice-direttore del Dipartimento Estero, sta conducendo una vigorosissima campagna per la Prevenzione degli Incendi in tutto il mondo. Egli ha scritto molte lettere, preparato molte campagne, facendo rilevare in tutti i modi possibili la necessità vitale, da parte di qualsiasi Legionario, sia uomo che donna, di eliminare tutte i possibili eventuali rischi d'incendio, non solo per quel che riguarda gli uffici, ma qualsiasi altro ambiente. Tenendo questo presente farete il vostro dovere, non soltanto verso la vostra Compagnia, ma anche verso i vostri compagni di lavoro e verso voi stesso!



EMIL JANNINGS, starring in "The Last Command" for Paramount, greets one of the world's first and most successful fliers. He is Anthony Fokker (left), designer of the famous aeroplanes bearing his name. With them are Mrs. Fokker, and Major L. C. Moseley, of the aviation squadron of the California National Guard. Mr. Jannings has completed "The Last Command," and is working on "The Patriot," with Florence Vidor as leading woman.

HAROLD LLOYD INSURES "SPECS"

The most highly prized pair of spectacles in the world have just been insured for \$25,000. They are the property of Harold Lloyd, famous film comedian, and are the original horn-rimmed frames that first brought him to prominence in pictures.

The insurance was secured from a noted company that specializes in so-called "freak" coverage. The glasses have no real value other than the sentimental one of their illustrious owner. Harold Lloyd first wore the distinctive horn-rimmed frames when appearing in the Lonesome Luke comedies for Pathe.

He wears the same glasses in his new comedy, "Speedy," which will shortly be released by Paramount.

UN GRANDE ONORE PER "HOTEL IMPERIAL"

In fatto di rappresentazioni vere e proprie, giudicate dal numero di proiezioni sullo schermo, il massimo incasso per il Teatro Paramount è stato raggiunto dalla cinematografia di Pola Negri "Hotel Imperial," con un totale di \$81,476. Questa cifra, tuttavia, è stata lievemente superata dagli incassi della "Underworld" ("Bassifondi Sociali"), che raggiunse un totale di \$81,500; dobbiamo però tener presente che la film "Underworld" godè il beneficio di tre rappresentazioni speciali di mezzanotte, oltre le regolari. Il che dà all' "Hotel Imperial" un vantaggio evidente per quel che riguarda il numero effettivo delle proiezioni.

Fire Prevention Is Everybody's Duty!

—J. H. SEIDELMAN

A personal appeal on the very vital subject of Fire Prevention was made early in December by Assistant Manager of the Foreign Department J. H. Seidelman. His appeal was sent in letter form to every Paramount office and exchange throughout the world, and to make certain that every Legionnaire reads it, we are reprinting it herewith. Read it! Heed it always! And above all, practice the very things that it urges!



The responsibility for fire prevention rests on the individual, and we cannot too often stress this important point on the minds of all concerned.

Fires are due mainly to two things. Carelessness and accidents. It is appalling to read over the statistics and figures compiled on the ravages and damages caused by fires. Thousands of human lives are taken yearly the world over, millions of dollars go up in smoke through the same disasters.

Are your fire inspections and drills properly carried out regularly? Are all fire hazards duly eliminated? Are your "NO SMOKING" signs well in evidence? Are your inspection and film rooms clean of any scrap-film? Are your vaults adequately ventilated? Is your stockroom clear of all rubbish? Is your ad sales room free of any and all fire hazards?

These, and many others are the things that must be watched ever constantly with a never failing zeal.

Always keep your employees keenly alive to

the matter of "FIRE PREVENTION." This can be done through means and methods already demonstrated, and we hope that you are using same to their full extent. Further, most Divisions now have their own house organs, periodicals, journals and magazines.

We most strongly suggest and urge you to present in same, striking articles on the subject of "FIRE PREVENTION," and the elimination of all fire hazards. Typewritten notices could also be issued monthly and circulated to everybody, reminding them constantly that it is as much a part of their job and duty, not only towards their work and the Company, but towards themselves — to always be careful and to take all the precautions.

We want you to wipe out any and all fire hazards that might still be in existence in the various offices throughout your territories. Make a concentrated drive. Have a "FIRE PREVENTION" day or week. Demonstrate the evils of carelessness. Make everyone more careful than ever, so that no stone will be left unturned in the fight to the finish against that sinister monster: "FIRE!!"

FIGHT FIRE BEFORE IT BEGINS!

—J. H. SEIDELMAN

"WINGS" LONGEST RUN FILM ON BROADWAY

Paramount's epic of the air, "Wings," now enjoys the distinction of being the film with the long-run record of all the current long-run attractions on Broadway, New York City. The picture opened on August 12th, so that by the time these lines reach you it will have entered the sixth month of its season.

LANGE RETURNS TO ARGENTINA

Frederick W. Lange, general manager of the Argentina Division, sailed back to Buenos Aires on December 17th. Filled with details of the newest Paramount pictures, he most naturally plans to have Argentina finish in top place of all divisions at the end of 1928.

GREAT HONOR FOR "HOTEL IMPERIAL"

In point of actual performance judged by the number of screenings, the box-office record for the Paramount Theatre is held by Pola Negri's picture, "Hotel Imperial," with a gross of \$81,476. This figure, however, is slightly topped by the receipts for "Underworld," which grossed \$81,500; but it is to be remembered that "Underworld" had the benefit of three special midnight showings in addition to the regular ones. This gives "Hotel Imperial" the advantage on the actual number of screenings.



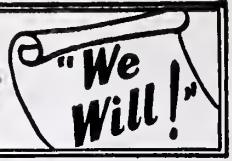
ERNST LUBITSCH prepares for the very splendid task of directing Emil Jannings in his fourth Paramount picture, "The Patriot." With him here is Hans Kraely, the two forming one of the most successful teams in pictures. Kraely wrote the scripts of all of Lubitsch's successes. In "The Patriot," Jannings will have Florence Vidor for his leading woman.

LA CAMPAGNA È FINITA

Per quel che riguarda lo sforzo materiale "per sé," la splendida Campagna del 1927 è finita. Le cifre di questo numero sono quelle del 1.º Dicembre scorso, ma esse non sono affatto conclusive. Le cifre decisive — e i vincitori delle Scrivanie — saranno una delle caratteristiche preeminenti del numero del mese prossimo.



THE FOREIGN LEGION PLEDGE



Paramount Domestic Distribution Department Dedicates Sales For January, February and March to Jesse L. Lasky



A signal honor has been accorded Jesse L. Lasky in that the Paramount distribution department has dedicated its selling efforts for the months of January, February and March to him as a tribute to the marvelous quality of the product he has thus far turned out this season and the pictures, now in the making, which will be released during the latter half of the film year.

"I personally feel that we owe a great deal to Mr. Lasky and the production department," said General Manager S. R. Kent. "There is nothing in a material

way we could give him. Therefore, we are dedicating all our sales efforts in January, February and March to him as a mark of our appreciation for the wonderful product he has given us this season and for what we know is to come.

"For, truly, Paramount's present position as the industry's leader is directly attributable to Mr. Lasky's untiring devotion to the task of producing pictures which surpass all previous attempts in supplying vehicles in which the artistic as well as the box office angle, is considered."

When advised of the campaign to be waged in his honor, Mr. Lasky addressed a wire to the Paramount organization, reading: "I want you to know that I appreciate the compliment of having the sales for the months of January, February and March dedicated to me. I am happy to advise you that you can depend on the product of these months living up to our standard. In fact I have today received a pledge from our associate producer and staff and those executives at our studios responsible for the quality of our product in which they go on record as stating that the product now finished and in the making for those months will surpass any similar product in our history."

THIS IS AMERICO ABOAF

In the issue of two months ago we inadvertently carried the photo of Cesar Aboaf over the name of his brother, Americo Aboaf. So in order to set matters right we first of all apologize most sincerely for the error, and now take pleasure in really introducing you to Mr. Americo Aboaf.



We need hardly tell you that the commanding lead now held by the Italian Division (vide Page 3 of this issue), is in a considerable measure due to the splendid and inspiring efforts of Mr. Aboaf in his capacity of assistant to Managing Director David Souhami.

A MEDALHA PARA "BEAU GESTE"

Na ultima pagina deste numero reproduzimos a medalha de ouro com a qual a Paramount foi premiada pelos leitores de "Photoplay Magazine" pelo melhor film do anno precedente, o qual foi "Beau Geste." Ha sete annos que o "Photoplay" distribue este premio, tres dos quaes foram ganhos pela Paramount com seus films "Humoresque" em 1920, "The Covered Wagon" em 1923, e "Beau Geste" em 1926.

א באגייסטערטער קאנווענשאן

מר. דושי. ה. זיידעלמאן, דער געהילפס-מער נעדישער פון אונזער אויסלענדישען דעפארטמענט, זאגט אז די האלבייערליכע פערזאמלונג וואס איז אפגעהאלטען געווארען אין שיקאגא דעם 29טען, 30טען, און 31טען אקטאבער, איז געווען איינע פון די בעסטע און באגייסטערסטע וואס „פארא" מאונט" האט ווען עס איז געהאט. דאס איז אפ-געטאן געווארען א ריזיגע ארבייט, זאגט מר. זיידעלמאן, און דאָרט איז פארווען געוואָרען אז כאָטש דער יאר 1927 איז געווען א יאר פול מיט שפע פאר דער פאראמאונט, וועט דער יאר 1928 זיין נאך בעסער.

Six Philadelphia Critics Acclaim "Wings"—Picture Smashes Road Show Receipts at Aldine Theatre

"Wings" scored the most decisive triumph of any film that ever has been shown in Philadelphia at its opening in the Aldine Theatre last month. Five of the six newspaper critics acclaimed "Wings" as the greatest film of the World War, and all of them specifically mentioned "The Big Parade" and "What Price Glory" in their comparisons. Receipts for the three opening showings of "Wings" smashed all records for \$2.00 films, the intake being \$6,346.

Excerpts from the Philadelphia reviews follow: *Evening Ledger*: "Wings' is the finest thing of its kind that has been done to date—not forgetting 'What Price Glory' and 'The Big Parade.'"

Public Ledger: "In so far as the spectacular is concerned, the climax of all previous war pictures was exhibited last night at the Aldine."

Daily News—"Wings", the most thrilling spectacular celluloid ribbon of the melodrama that is war, thus far recorded through the lense of a studio motion-picture camera."

Sun—"Wings", mighty epic of air. God-like."

Record—"Wings" is a superb picture. War pictures have been before 'Wings' but none comparable to it in the magnificent scope and variety and vividness of photography."

Bulletin—"Our air heroes make thrilling film in 'Wings.' For the first time a film has been made that not only lifts an audience out of its seat but causes it to share some of the sensations of the aviator. As a picture of war it goes beyond anything of that sort the movies have ever done."

Inquirer—"There have been war pictures—and more war pictures—but never has the pictured drama of that great struggle across the water been



LIFE'S WHIRLIGIGS. Ten years ago these two men with the goggles fought each other in the air. William Wellman, director of "Wings," was a member of the Lafayette Escadrille. A comparison of notes showed him that in actual combat he engaged Rudolph Schad, who is here shown presenting Wellman with the very goggles he wore in the fight. Today Schad is assisting Wellman with the direction of "The Legion of the Condemned." At the left of the picture is Capt. n Sterling C. Campbell, one of the three most famous British aces alive today. He is also assisting Wellman with Paramount's companion picture to "Wings."

brought home so grippingly to veterans and those who 'only waited and wept' as it was last night in 'Wings.'"

At the Criterion Theatre, New York, "Wings" is opening its sixth month and is still playing to large numbers of standees, while in its tenth week at the Erlanger Theatre in Chicago the picture is breaking all records for receipts for \$2.00 movies. It also opened successfully in Boston 2 weeks ago.

HOLLYWOOD HIGHLIGHTS

Bebe Daniels' next picture is "Feel My Pulse," now being directed by Gregory La Cava. William Powell has a good role as a comic villain. . . . Winter Hall, New Zealand's chief contribution to the playing ranks of the cinema, has the role of the Methodist minister in Paramount's elaborate picturization of "Abie's Irish Rose." . . . Richard Dix has recovered from his influenza bout and is hard at work on his next, "Sporting Goods" . . . George Bancroft has his first starring vehicle, "The Wildcat," well started, and it promises to be a dramatic thunderbolt . . . The newly acquired Paramount ranch at Calabasas is already running under full pressure, with scenes for "Sporting Goods," "The Wildcat," "The Last Command" and "Doomsday" already being filmed there. . . . The new ranch contains 2,700 acres of land, ten permanent buildings and more than 40 stages. . . . Vera Voronina, Russian star, has been cast in a prominent role opposite Emil Jannings in "The Last Command."



THE FOREIGN LEGION PLEDGE



FIFTH AMERICAN PREMIERE OF "WINGS"

Paramount's supreme epic of the air—"Wings"—has followed its premieres in New York, Chicago, Philadelphia and Boston with another triumphal opening at Werba's Theatre, Brooklyn. This stirring event took place on December 19th, and in every way was a replica of the great openings in the other four cities already mentioned.

"ALAS" ES LA PELICULA QUE MAS TIEMPO HA ESTADO EN BROADWAY

"Alas," la epopeya de la aviación y una de las grandes producciones de la Paramount, goza del privilegio de ser el "atractivo" que más tiempo ha permanecido en el Broadway neoyorquino. La primera exhibición tuvo lugar el 12 de agosto. Cuando estas páginas lleguen a su destino, "Alas" habrá entrado en su sexto mes de "llenos completos."

DER KONTEST IST BEENDET

Soweit aktuelle Anstrengungen in Frage kommen, kann der grossartige Kontest von 1927 als beendet betrachtet werden. Die Zahlen in dieser Ausgabe sind die letzten vom 1. Dezember, jedoch sind sie keinesfalls entscheidend. Die allerletzten Zahlen... und auch die Gewinner der Schreibtische... werden das ausserordentliche Gepräge der Ausgabe des kommenden Monats sein.

IL TRIONFO DEL PARAMOUNT DI PARIGI

In questo numero vi viene rivelato lo splendore sontuoso che distinse l'apertura del magnifico nuovo teatro della Paramount, "Paramount Theatre," a Parigi, il 24 novembre scorso. Dai resoconti della stampa qui riportati, appare evidente che questa inaugurazione fu una delle più splendide e delle più importanti fra gli eventi teatrali dell'anno, in Europa.

Paramount's new and up-to-the-split-second style of advertising continues to be the pace-setter for the entire industry. With a certainty and precision which come as near to anticipating actual events as is humanly possible, Advertising Manager Russell Holman of the Domestic Department catches the spirit of the world's progress and incorporates it in one of the new type of Paramount advertisements which have become renowned throughout the world. And as proof of this contention, we give you the text of an advertisement which appeared but one day following the announcement of the most famous automobile in the world:

the new ford

Why is Henry Ford bringing out a completely new car? Why did he alter his plant at a cost, according to The New York Times, of \$1,000,000 a day? Because Mr. Ford discovered it's a new world. Because he found this 1927 public demands something more than just a motor car that runs. Because people of today crave speed, novelty, smartness, color and beauty.

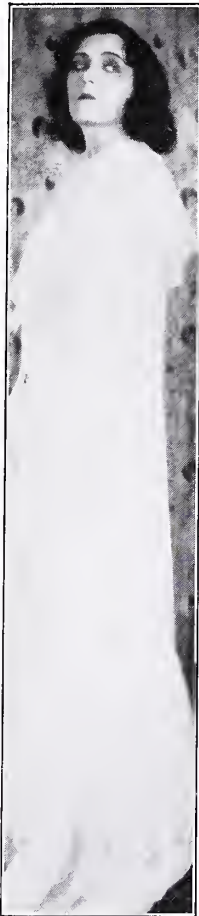
Mr. Ford acted wisely and at once. He discarded yesterday's Ford and offers a new Ford in the modern manner. Result — orders by the hundred thousands, before the new Ford was even shown.

This changed public are your customers, Mr. Exhibitor. They insist on up-to-dateness, the daring, the unusual, on the screen. Fortunately you can give it to them, without the worry and expense it cost Mr. Ford.

Paramount foresaw public taste would change. Paramount is releasing the new, modern type of motion picture. "Beau Geste," "Underworld," "The Way of All Flesh," Clara Bow, "Gentlemen Prefer Blondes," "The Last Command," "Beau Sabreur," "The Street of Sin," "The Legion of the Condemned," Harold Lloyd in "Speedy" (produced by the Harold Lloyd Corp.), and the rest. Right through Paramount's 100% Program.

1928 models. Hits for these changing times. Their grosses tell the story. You want them. You need them. Get Paramount now!

POLA THE EXQUISITE



This is the newest of the Pola Negri photos, revealing her in all of her loveliness as the greatest of all French tragediennes of the last century—Rachel. In this picture, Pola has undertaken easily the most vivid and vital role of her entire career, and has poured into the part all of the fire which characterized her work in "Passion," all of the wit and subtlety which made her "Forbidden Paradise" unforgettable, all of the dramatic dash which made her "Hotel Imperial" a sensation throughout the world, and all of the depth of human understanding which placed "Barbed Wire" among the immortal epics of the screen.

VERA VORONINA IN "THE PATRIOT"

Vera Voronina, Russian actress, will play a leading part in Emil Jannings' new Paramount picture, "The Patriot," which is to be directed by Ernst Lubitsch. Miss Voronina only recently returned to the studios following a protracted illness. She was to have played opposite John Barrymore in his latest

picture, but she was taken ill on the second day of her work. "The Patriot," will be Miss Voronina's first since she made "Huntingtower" with Sir Harry Lauder, in England.

CHESTER KNOWS OF THE PUNCH IN THE BLUE RIBBON BUNCH



He learned it pretty forcefully when he was making "Two Flaming Youths" and had to box three slick and speedy rounds with a regular Australian fighting kangaroo. Senor Conklin (alias "Le Walrus") sent us this photo, saying: "Please publish this in your Foreign Legion paper and not only tell them that Australia is going to win the highest standing

for the year of 1928, but ask them to try and guess which Division I am supposed to be impersonating in this picture. P. S. I get a pretty bad licking at the hands and paws of the Australian hop-specialist."

IL SIG. SHAUER IN EUROPA

Il Sig. E. Shauer, capo della Legione Estera Paramount e Direttore Generale del Dipartimento Estero della Paramount, trovavasi ancora in Europa per la sua ispezione annuale del campo cinematografico quando questo numero è andato alle stampe. Melville A. Shauer, direttore del Dipartimento di Reclame per la Vendita all'Interno, era con lui.

"WAY OF ALL FLESH" ENJOYS GREAT SUCCESS IN STOCKHOLM

"The Way of All Flesh," Emil Jannings' first American made picture for Paramount, proved to be one of the greatest box-office attractions ever presented in Stockholm, where it ran simultaneously at the Rivoli and Olympia theatres, having a combined capacity of 1,600. The public response at the box-office and the extremely laudatory reviews which appeared in the daily and weekly press all point to record breaking runs for the Paramount special throughout Sweden.

The critics are unanimous in giving praise to Paramount for the splendid production it has given the great European actor in his first American-made picture.

Svenska Dagbladet declares: "Jannings with Paramount is the same Jannings that formed the pride of Germany. The change of air has not hurt him; on the contrary one would say that all the best that marked his Ufa films is also found in his first American picture."

Forlets Dagblad Politiken: "Emil Jannings' and Paramount's victory in 'The Way of All Flesh' is so great, so strong, so decided, so perfect that one must give in, willy nilly. Jannings' presentation and impersonation of August Schilling is the greatest event in the film art up to the present."

Aftonbladet: "The American film, in this case Paramount could not have given a better presentation of this world-renowned actor."

Stockholm Tidningen: "The Way of All Flesh' is a compliment to both Paramount and Jannings."

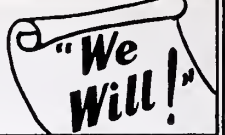
Many columns of reviews, representing the greatest endorsement ever given a picture, followed the premiere of "The Way of All Flesh."

TECHNICOLOR SCENES IN "RED HAIR"

Clara Bow's red tresses will be seen in their natural color in certain sequences of "Red Hair," her Paramount picture now in production. This color scheme will be carried out insofar as Miss Bow's leading man, Lane Chandler is concerned, for he too boasts a carrot top. These scenes will be in Technicolor.



THE FOREIGN LEGION PLEDGE



A REMARKABLE LETTER TO THE MOTION PICTURE INDUSTRY OF FRANCE

Quite recently Adolphe Osso, in charge of Paramount in France, Belgium and a number of other territories, issued to the French film press, and through that medium to the exhibitors of France, a letter which is one of the keenest and finest strokes of good will creation in all the history of this organization. The letter ran to more than eight pages in length and it dwelt not only upon the Company's formation, plans and aims, but also on the highlights of the new product, and upon the various phases of service which have characterized Paramount's progress in France as they have in other parts of the world.

It is beyond the limitations of space for us to reprint the letter here; but we can at least extract from it some of the most important observations and declarations made by Mr. Osso.

For over fifteen years, Paramount executives have striven for this idea: to increase the number of people patronizing motion picture theatres... In order that the Paramount Trade Mark might be synonymous in the public's mind with the best entertainment possible of obtaining, Paramount has spent many millions of dollars in National and International Advertising.

A firm cannot grow unless the organism of which it is but a cell expands. Its sole aim must tend towards its development, its private interest is amalgamated with the general interest. It has been the force of Paramount to have realized that from the start. And the French Paramount organization which adopted these principles, has always led the way during the last five years, struggling with all its energy and resources for the development of the motion picture industry in our country.

Its idea of a Franco-American co-operation which it has strived for since the commencement, and which is still its program, is not a dream—it is a fact which has proven satisfactory so far, and from which still greater achievements are to be attained.

QUAINT HOLLYWOOD GLIMPSE OF A GREAT CONTINENTAL STAR

Marietta Millner left her home in Vienna and her hundreds of thousands of Viennese admirers to seek fame and fortune in America. And she has been successful, too, for she has been leading woman to Thomas Meighan in the Good Luck Star's two most recent pictures, "We're All Gamblers" and "The City Gone Wild." Here she is shown about to fire the cannon that gives notice to the world that the start of a New Year was just about a month off. No mention is made of the location of the cannon, or the real reason for its being fired. But at least we are able to say that Miss Millner has created a big stir in American film circles, and that she has still greater triumphs ahead of her.



Marietta Millner

LANGE VOLTA PARA A ARGENTINA

Frederick W. Lange, gerente geral da Divisão Argentina, regressou para seu posto no dia 17 de Dezembro. Tendo visto quasi todas as novas produções da Paramount, vae provavelmente, cheio de entusiasmo, collocar a Argentina no tope da Foreign Legion Quota.

דער שפיין פון „פאראמאונט“ טעאטער

מאנטאג, דעם 14טען נאוועמבער, איז דער שפיין טורם פון „פאראמאונט“ בילדינג געפענט געווארן פאר'ן פובליקום. די געביידע געפינט זיך אויפ'ן „שיידוועג“ פון דער וועלט, אויף טאיטם סקווער, וואו די גאנצע וועלט געהט פארביי. דער אנבליק פון דער „אפעררווישאן“ רום פון דעם 36טען פלאך פון דער געביידע איז א מערקווירדיגער. מען קען פון דארטען זעהן נאנט ניו יארק. א קליינע איינטריטס־פראיוווערט גערעכענט פאר ארויפ־געהן דארטען. נאך מענטשן וואס זיינען פארבונדן דען מיט „פאראמאונט“ קענען געניסען דעם פאר־געניגען פריי.

SHINING SIGN FOR "BARBED WIRE"



Entrance and announcement sign of the Ufa Theatre Kurfürstendamm, Berlin, on the occasion of the recent screening of Pola Negri's Paramount picture, "Barbed Wire." The film was acclaimed as a great success, in Berlin, and throughout Germany.

"ALAS" EN BROADWAY

"Alas," la epopeya de la aviación durante la Gran Guerra, lleva ya 16 semanas en el Teatro Criterion, del Broadway neoyorquino. Igual éxito está obteniendo en el Teatro Erlanger, de Chicago, en cuya ciudad los comentaristas unánimes de la prensa proclaman a esta película como una de las grandes producciones de la Paramount. El periódico alemán, *Abend Post*, publicado en Chicago, es el que más elogios tributa a Alas.

Ge hebt zeker wel in de laatste edities van de 'Foreign Legion Pledge' gezien, dat wij er ons speciaal op toeleggen, zooveel mogelijk inslaande buitenlandse filmadvertenties op te nemen, en wij roepen hiervoor Uwe medewerking in. As ge in het een of andere vakblad of in een courant een pakkende advertentie of reclame ziet, verzoeken wij U deze dadelijk aan de Redactie van dit maandblad te willen doorzenden, ter reproductie. Bij voorbaat onze dank!

FOREIGN EXPLOITATION OF "CHANG" LAUDED IN U. S. TRADE PRESS

The Moving Picture World, Motion Picture News and other publications have in recent issues devoted considerable space to the manner in which "Chang" has been exploited abroad. Big illustrations have shown the exterior of the UFA Pavilion in Berlin and the exterior of the Plaza Theatre in London. The illustrations have been accompanied by stories in which the respective campaigns staged in conjunction with the picture were praised very highly.

GERMAN BARON TECHNICAL EXPERT FOR "TILLIE'S PUNCTURED ROMANCE"

Baron Robert von Dobeneck, former captain in the Kaiser's Imperial armies, with experience in the cavalry, artillery and infantry, has the biggest job of his career in moving pictures, that of technical advisor on German detail for "Tillie's Punctured Romance," the circus and war production now being made by Al Christie for Paramount, with W. C. Fields, Chester Conklin, Louise Fazenda, Mack Swain and a big supporting cast.

IN STOCKHOLM, "THE KID BROTHER" AND PARAMOUNT NEWS WERE REVIEWED TOGETHER

It is a highly significant fact that every one of the notable reviews on "The Kid Brother" which have been received from Stockholm, Sweden, contains a glowing tribute to the interest-excellence of the Paramount News. Excerpts from these reviews follow:

(from "Folkets Dagblad Politiken"): "The Kid Brother" was one of the funniest films we have seen for a very long time... If it is true that laughter prolongs life, people will live to be very old from seeing "The Kid Brother" several times... A remarkably varying and interesting Paramount News contributed towards making the evening a pleasant one. The Olympia and Rivoli were completely sold out last evening, and they will continue to be as long as the Harold Lloyd film is running.

(from "Nya Dagligt Allehanda"): The public found it awfully funny. Roars of laughter will certainly echo for weeks in the Olympia and Rivoli... The program is augmented by a News Reel which shows that Paramount has excellent photographers both here and in America.

(from "Aftonbladet"): Harold Lloyd takes the public by storm in "The Kid Brother." Harold has had in view exclusively the thought of providing the patrons with a jolly evening, and in this respect he has succeeded beyond his expectations... Both the Rivoli and Olympia also screen the current issue of the Paramount News, which is found to be extremely well edited.

SEQUEL TO THE SCREENING OF "ELEGY" IN GUATEMALA CITY

Last month we recounted the very human story of what the Paramount two-reel novelty, "Elegy" did to three hard-boiled roughnecks during a screening of the picture in Guatemala City, Central America. In recounting that very human episode, at which he was present, Manager R. A. Loomis had the following additional piece of news to add to his interesting letter:

"...The next day the editor of the Diario de Centro America, who had been editorially opposing the Capitol Theatre, met the manager of the theatre in the street and thanked him for the performance that had been given in the theatre the previous night. He advised Mr. Stadler that he appreciated it so much that he was going to write an article in the paper concerning the performance. Below is a copy of this article:—

"EN EL CAPITOL ANOCHE"

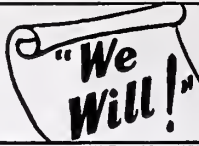
"Elegía," se llama la preciosa cinta que en la pantalla del Capitol se exhibió anoche; es un poemita mudo, pleno de emoción y belleza, sin leyendas de ninguna clase que interrumpen al hilo de la maravilla del argumento. Una historieta romántica y sentimental, dulce y triste, que puso más de una lágrima en los ojos femeninos que ávidos la seguían. Los protagonistas: un niño, un perro y un gendarme de una ciudad pequeña cualquiera; el asunto; un gran dolor en la grande alma del niño, dolor acompañado por la música inefable de su violín. Algo que hace pensar en los dramas anónimos de los humildes, en las grandes tristezas que nadie sabe, que nadie consuela.

Y luego, para borrar de los ánimos la suave sensación de pena, un cinta de Harold Lloyd: "El Hermanito," estupendo de movilidad, de alegría, de situaciones cómicas insuperables, una joya de buen gusto y ocurrencias felices.

Felicitemos cordialmente a la empresa del Capitol, y ni siquiera le cobraremos por este reclamo, y sí invitamos a nuestros lectores a ver estas dos bellas funciones, que son un verdadero triunfo del referido salón."

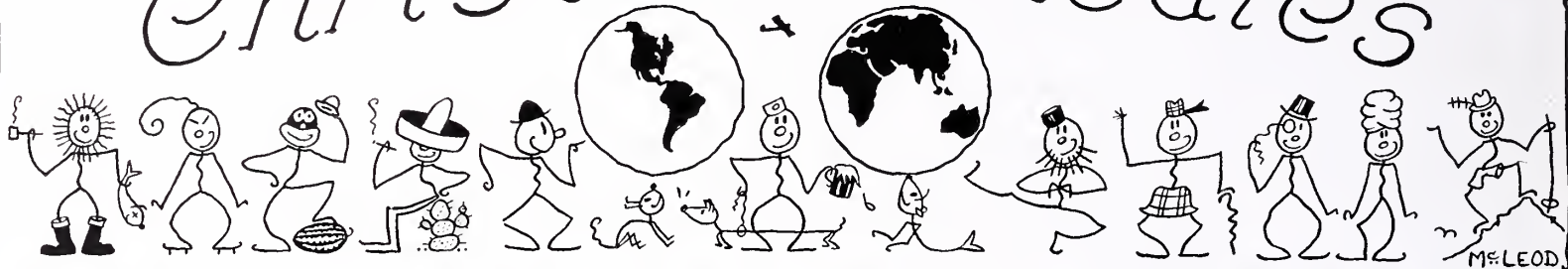


THE FOREIGN LEGION PLEDGE



They Tickle the Latitudes and Longitudes of the World!

Christie Comedies



CHRISTIE COMEDIES ARE PARAMOUNT PICTURES

CHRISTIE STUDIOS MOVING TO NEW AND BIGGER LOCATION

Because of the natural growth through successful progress, the Christie Studio, the first of all studios in Hollywood, is to shift from its present centre in the thickly populated residential section of Hollywood to a newly acquired tract of 30 acres in Studio City, North Hollywood. Here will be built the finest Short Features studio in the world, and from here will come newer and bigger and finer Paramount-Christie Comedies.

SHORT FEATURE REVIEWS

By G. W.

BOBBY VERNON — "SWEETIES":—Nothing could be sweeter than Bobby Vernon with a Christie Comedy Cast in "Sweeties." We see the irrepressible Bobby pursuing the fair maiden in spite of obstacles consisting of a large and unfavorable father and a sleek and oily villain. But villains do not come oily enough for Bobby who is up at dawn to pursue his conquest, nor do fathers come big enough to stand in the way, especially when Bobby is driving his trained Ford. The picture ends happily with the heroine in Bobby's arms and the audience in smiles.

PARAMOUNT NOVELTY — "ADORATION":—This hits the same box office bullseye as "Elegy," having the same cast, a highly dramatic story and a strong element of pathos. This is an extremely successful Novelty and can be featured strongly in theatre advertising without any fear of disappointing the public. Of exceptional importance is the musical accompaniment. It should be carefully watched.

INKWELL IMP—"KOKO'S EARTH CONTROL":—This cartoon is undoubtedly the most imaginative cartoon that has yet been placed upon the screen. It has all the elements in black and white lines that "Metropolis" contains, as far as mechanical manipulation is concerned. Most unusual KoKo yet.

KRAZY KAT—"SHADOW THEORY":—Krazy Kat has as much trouble trying to get away from his shadow as a conscientious man would have in trying to get away from his conscience. He runs and jumps and climbs until he is exhausted, but friend shadow is still with him. At last he turns on it and challenges it to fight him man to man. The entire shadow kingdom is thereby aroused, its wrath falls heavily upon poor Krazy who calls upon the sun to side with him in the endeavor to defeat the combined onslaught of the dark kingdom. A rare cartoon that ends happily for all, including the onlooker.

M. E. E. SHAUER EN EUROPE

M. E. E. Shauer, Chef de la Legion Etrangere, et Directeur General du Departement de L'Etranger de la Paramount, continue sa visite annuelle a travers l'Europe, et y etait encore a l'heure que nous publions ce numero. Melville A. Shauer, Directeur du Departement des Ventes D'accessoires de Publicite et d'Exploitation, aux Etats Unis, voyage avec lui.

DRAMATIC BACKGROUND FOR DOOLEY COMEDY

Against a sinister background of shanghaied cut-throats and a ferocious forecastle, Billy Dooley, the "misfit sailor" of Paramount-Christie short features is at work under the direction



READING THE GOOD WORD

The literature of the Foreign Legion of Paramount is regarded as being easily in the "best selling" class by the peppy stars of the Christie organization making Paramount-Christie Comedies. Behold here Neal Burns with a recent issue of "The Foreign Legion Pledge," and Doris Dawson with a copy of "Mensajero Paramount." It seems not illogical to us that Neal Burns (whose name is more than suspiciously Scotch), is devoting easily the major share of the display of "The Foreign Legion Pledge" to a picture which stars the most renowned of all the Scotchmen—Sir Harry Lauder.

of William Watson. "Water Bugs" is the title.

Billy's characterization is new. Although a sailor in the navy, the "goofy gob" is shanghaied on shore leave, on to a regular old-time schooner. Vera Steadman has the role of the captain's sea going daughter. Billy Engle has the part of the captain.

VERNON COMPLETES SIX OF PARAMOUNT-CHRISTIE COMEDIES

"Sweeties" was the newest short feature starring Bobby Vernon to go into production at the Christie Studio in Hollywood for Paramount release. "Short Socks," "Crazy to Fly," "Wedding Wows," "Splash Yourself," and "Save the Pieces" are the pictures that have gone before this season, the Christies' first with Paramount. In "Sweeties," as in all the other Bobby Vernons, the girl lead is played by Frances Lee.

O SNR. SHAUER NA EUROPA

O Sr. E. E. Shauer, chefe da Legião Estrangeira da Paramount e Gerente Geral do Departamento Estrangeiro, ainda estava na Europa, fazendo sua annual inspecção quando este numero foi para o prelo. O Sr. Melville A. Shauer, gerente do Departamento Domestico de Vendas de Anuncios, estava com elle.

TWO MARRIAGES AT THE CHRISTIE STUDIO

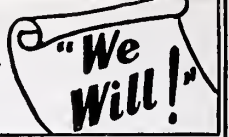
While the grinding of cameras, the thump of hammers and the megaphoning of directors at the Christie Studios prevent any resemblance of a honeymoon cottage, nevertheless romance is in the air and the echo of wedding bells lingers in the rafters.

For Louise Fazenda, playing Tillie in "Tillie's Punctured Romance" came back to work after taking a day off to get married, and Neal Burns returned with his new bride, the former Joan Marquis. Fitting receptions were tendered the newlyweds. Eddie Sutherland arranged lights and cameras for an entrance of Louise Fazenda into a set of "Tillie's Punctured Romance," called "Camera," and as she entered, gave a secret signal which precipitated a shower of rice from actors, electricians, property men and assistants, while the camera kept cranking to record her blushes for posterity.

At a dinner given in their honor Al Christie reminded the new Mrs. Burns that Neal has appeared in such Christie comedies of domestic difficulties as "Tootsie Wootsie," "Red Hot Love," (The Fireman's Bride), "Oh Promise Me," "He Married His Wife," "Papa's Pest," "Out for the Night," "Wedding Blues" and "Man vs Woman."



THE FOREIGN LEGION PLEDGE



AD SALES ADD PROFITS

NO MATTER WHAT PART OF THE WORLD YOU ARE IN

Sundsvalls Nyheter

DET E. Nasietzky, Sjög. 20
Höst-Nyheterna
Holtens fabrikat

DET EVIGT
glänsande resultat
gärningsfullt för alla medlemmar

DET ÅBERGS Eftf.
GULDSEDSAFFÄR

LOCKANDE Clara Bow's
"It"

LOCKANDE SKO
CECILIE

PARAMOUNTS, världens ledande filmföretag, senaste "It" - filmen för Ni i Sundsvall se Endast på Røda Kvarn.

GOING THE LIMIT WITH AD SALES

If you want to see a publication which unreservedly plugs Ad Sales to the very limit, we quite proudly recommend you to "Neues von der Parufamet," a weekly publication issued by the Parufamet organization in Berlin.

In each of a number of issues recently reaching us there is a minimum of two pages per issue (of four pages) devoted to Ad Sales. And that we think is not only a good average, but is indicative of the fact that the hand of Sammy Cohen, Ad Sales Manager, has participated rather strongly in the compilation of each issue.

THERE ARE NO SOFT SNAPS UP AHEAD!

Reprinted from "Our Answer" (Berlin), October 15, 1927.

The job of the fellow up ahead usually looks easy—only because we may not fully know what is required of him to fill it.

If you've ever watched a slack-wire artist go through his paces, with a careless grace altogether apart from effort, you'll know what we mean especially if you've tried it!

The man up ahead has gained his promotion upon something more tangible than mere reward. His advancement is a promissary note upon future expectations and capacities—nothing less.

He does not move to a softer job—*it's harder*. He is not taken for granted. Not for a moment! *He simply begins to prove himself all over again!*

If you are counting upon a bigger job, get ready for a harder one. But—it's worth it!

KUALA LUMPUR, ^{Star Express} ^{Lat Pau} ^{Malayan} ^{Express} SEPTEMBER 28, 1927

Find out what's "BEHIND THE FRONT" on Oct. 6th!

For Heaven's Sake Buy Your Sheaffer's Life-Time Pen Now

Obtainable at P. H. HENDRY, Kuala Lumpur

For Heaven's Sake TEA FOR TWO **BUDS** TEA ROOMS COOL COMFY CLASSY! Phone 446

ESSEX SUPER SIX A Refined Car of a POPULAR PRICE \$1,925 Straits Motor Garage 103, High Street, PHONE 496

Harold Lloyd IN "FOR HEAVEN'S SAKE" Oh, what a Comedy! More Fun and Thrills Than in any of His Previous Successes! In its Demand for the First Time in MALAYA at PRINCE'S THEATRE Commencing Thursday, September 29th FOR HEAVEN'S SAKE DON'T MISS IT!

FOR HEAVEN'S SAKE GET ALL YOUR MUSICAL REQUIREMENTS FROM M. F. GOMES & Co. 47, Batu Road K. L. (PHONE 922) Smeetham Branch—No. 20, Bush Street

FOR HEAVEN'S SAKE Send All Your Planning TO THE Recognized House K. L. PRINTING WORKS 188 and 190, Batu Road, PHONE 995

FOR HEAVEN'S SAKE! Stop Teeth Trouble! Consult Y. HAYASHIDA, DENTIST, SURAOKA 122, High Street (Just 8 feet from Straits Motor Garage) BUSINESS HOURS—10 a.m. to 6.30 p.m. Daily.

A tank full of laughing gas is "BEHIND THE FRONT" Oct. 6

AGAIN. The cooperative tie-up page idea is still going the merry rounds of the giddy old globe. That the exhibitors of Sweden like it a whole lot, is proven by this reproduction of a page of a Swedish newspaper which illustrates a perfect full-page link-up with Clara Bow's celebrated Paramount picture, "It."

"LE PARAMOUNT"

Dans ce numéro nous vous révélons la splendeur somptueuse de l'ouverture du Théâtre Paramount, à Paris, qui eut lieu le 24 Novembre, 1927. De partout nous avons reçu des articles, démontrant que cette soirée de gala, fut l'un des plus importants événements de l'année dans les annales théâtrales de l'Europe.

GERMAN POSTERS SO GOOD THEY IDENTIFY THEMSELVES



You don't really have to be told that these three superb German posters are three-sheets for "Blonde or Brunette," "Old Ironsides" and "The Way of All Flesh," because that very fact makes itself plain to you. And they certainly are grand posters! Our congratulations to Sam Cohen, and to all of his associates who shared in the production of this paper.

SPLENDID CO-OP TIE-UP IDEA SPREADS AROUND THE WORLD

The co-operative tie-up idea, as applied to newspaper advertising, has now spread into practically every country in the world. We give you herewith two samples of the idea to prove our contention. The larger illustration comes from Kuala Lumpur, in the Federated Malay States, and shows how a bunch of advertisers were gathered together to give a great send-off to the Harold Lloyd picture, "For Heaven's Sake." The other illustration

"FIREMEN SAVE MY CHILD" WHILE I RUSH TO THE LAST DAY OF FOSSEY'S GREAT EVENT

Early Bird Bargains on Sale at 9.5 a.m. until Sold

SELA BROOKS 5/11
SHEETING 5/11
REGGIES 1/6d
BAGGERS 1/6d
CHOCOLATES 1/6d
DISCOUNT TICKETS 1/11

is a reproduction of the top section only of a full page advertisement of a department store which had linked to it a great boost for Paramount's Beery-Hatton fire-and-fun-film, "Firemen, Save My Child." This one comes from Sydney, Australia, and was arranged by the publicity men of the circuit of Union Theatres, when the picture was screened in two of the foremost first run theatres.

LA MEDAGLIA PER "BEAU GESTE"

Nell'ultima pagina di questo numero abbiamo riprodotto la medaglia d'oro che viene assegnata ogni anno dai lettori della "Rivista Cinematografica" ("Photoplay Magazine") per la migliore film dell'anno precedente e che quest'anno è stata assegnata a "Beau Geste." Il premio è stato conferito annualmente durante gli ultimi sette anni, ed in detto periodo è stato vinto da cinematografie Paramount in tre occasioni: nel 1920 da "Humoresque," nel 1923 da "The Covered Wagon" ed ora, nel 1926, da "Beau Geste."



THE FOREIGN LEGION PLEDGE



AD SALES ADD PROFITS (CONTINUED)

—And that means "Ad Sales Add Continued Profits"

PARAMOUNT REACHES PEAK IN PRODUCTION WITH 23 FILMS UNDERWAY

A world's record for motion picture production is being established in the industry's foremost studio, that of Paramount in Hollywood. There fourteen pictures are simultaneously in the various stages of production and nine will be ready for filming after the first of the year.

The pictures now being made include some of the biggest specials of the year. Foremost among them are: "Abie's Irish Rose" which Anne Nichols, author of the famous play is supervising; "The Last Command," starring Emil Jannings; Erich von Stroheim's picture "The Wedding March" which is being assembled for release and "The Legion of the Condemned," companion picture to "Wings" the aviation epic now doing tremendous business throughout U. S. A. Another big special is "Gentlemen Prefer Blondes," directed by Malcolm St. Clair under advisory guidance of Anita Loos, author of the best-seller classic.

Production has started on the first Paramount picture to star George Bancroft, following his tremendous success in "Underworld." Others being made are: "Sporting Goods" starring Richard Dix, "Feel My Pulse" starring

Bebe Daniels, "Doomsday," the Warwick Deeping story starring Florence Vidor and a new Esther Ralston starring picture, "Love and Learn" with Lane Chandler, a new-comer opposite her.

Pictures prepared for release, all camera work having been completed on them, are: "Beau Sabreur," companion picture to "Beau Geste," gold medal prize winner for the year; "Two Flaming Youths," a great comedy co-starring W. C. Fields and Chester Conklin; "The Secret Hour," starring Pola Negri with Jean Hersholt in the chief supporting role; "Under the Tonto Rim," a Zane Grey Western with Mary Brian and Richard Arlen and the

Wallace Beery-Raymond Hatton comedy, "Wife Savers."

The pictures being prepared for filming after the first of the year include "Red Hair" an Elinor Glyn story to star Clara Bow, a starring vehicle for Adolphe Menjou, "Partners in Crime," a new comedy-melodrama for Beery and Hatton; an Esther Ralston picture "Devil-May-Care," a new untitled starring picture for Pola Negri, "Quick Lunch" a great comedy written for W. C. Fields and Chester Conklin, an underworld picture, "Nightstick" to star George Bancroft, and, most important of all, the Ernst Lubitsch picture to star Emil Jannings, "The Patriot."

Three other big pictures are being made by associated production units for Paramount release. These are: "Speedy" starring Harold Lloyd and made by the Harold Lloyd Corporation, "Tillie's Punctured Romance" the big Christie comedy special, starring W. C. Fields, Chester Conklin and Louise Fazenda, and "The Pioneer Scout," starring Fred Thomson and made by the Thomson organization.

SOME OF THE SPLENDID PARAMOUNT POSTERS OF ARGENTINA

This centre-spread from a recent issue of "Adelante Decima," pep-filled publiciser of the Argentina Division, can give but a faint impression of the exquisite excellence of the four reproduced Paramount posters, all of which were printed in Buenos Aires. At the time of going to press the originals had not been received; but general manager Fred W. Lange painted a perfect color picture of them with words—and when Fred Lange paints a picture with words, believe us, it's some picture!



TWO GREAT LEGIONNAIRES



Both are on the Western shores of the Atlantic now; but this is a snapshot souvenir of a motor tour through the Adirondacks of New York a few months ago. At the time that the camera shutter clicked, Mr. E. E. Shauer had just foreclosed that the Paramount Theatre would open in Paris in November with a great Paramount picture as the attraction, and that "The Way of All Flesh" would open in most successful fashion in Berlin the same month—and Mr. Ike Blumenthal's smile expresses a concurrence in those same beliefs.

PARAMOUNT'S STJAERNPRYDDA MAERKE har blivit ett slags institution inom nöjeslivet. Ljusreklamer, affischer, annonser — alla ropa de ut namnet Paramount till allmänheten, och numera har detta ord ingått i det allmänna medvetandet så att man ofta hör benämningen Paramount användas rent av som en kvalitetsbeteckning för en god film.

Men det räcker inte att endast bjuda allmänheten på god film. Idealen måste sättas högt, och Paramount har ju alltid strävat att ständigt höja sin produktion, så att uttrycket: "If it's a Paramount, it's the best show in town," skall kunna besannas, varhelst en Paramount-film visas. Och det kan tryggas, att Paramount också har uppfyllt den förpliktelse, som detta uttryck innebär, med en framgång, vartill intet annat företag har kunnat uppvisa ett motstycke.

En film, som utgör en värdig exponent för Paramounts strävan att endast bjuda allmänheten på det bästa tänkbara i filmväg, är Emil Jannings' senaste skapelse, "The Way of All Flesh," som på svenska fått namnet "Frestelse." Filmen har nyligen haft premiär i Sveriges större städer, och den presskritik, som kommit den till del, har varit fullkomligt enastående. Recensenterna ha formligen slöstat med sina lovord beträffande såväl huvudrollens innehavare som de övriga medverkande och filmens regissör, och man är överens om, att

det kommer att dröja länge, innan denna film överträffas. Inför Jannings' mäktiga personlighet och fascinerande skådespelarekonst måste man ge sig på nåd och onåd, ty det som här presteras är KONST — konst med stort K. Filmen har också visat sig vara en publiksucces som få andra.

Liksom i så många andra avseenden har Paramount här gått i spetsen för nya principer och nya metoder för filminspelning, Att närmare ingå på en analys härav skulle taga alltför stort utrymme i anspråk. Man kan endast tacksamt konstatera, att den fransynthet och den kloka urskilning, som alltid kännetecknat Paramounts ledande män, alltjämt är oförminskad, och det ger oss anledning och även rätt att ställa stora förhoppningar på framtiden. Ty "The Way of All Flesh" bevisar för oss att Paramount fortfarande går i spetsen, när det gäller att bryta nya vägar.

För oss, som tillhöra "The Viking Division," är det en glädje att arbeta med en produktion, som ger oss sådana fullödiga mästerverk som det ovannämnda. Det sporrar oss till nya ansträngningar, så att även vi i vår tur följa Paramounts exempel att ständigt söka åstadkomma bättre och bättre resultat av vårt arbete. "As long as Paramount is going strong, the Viking Division will surely do the same!"

DAVID NILSSON, Title Editor, Stockholm, Sweden.



THE FOREIGN LEGION PLEDGE

"We Will!"

HEADING FOR AUSTRALIA

On the steamer Sierra, heading down through the tropic South Seas to Australia, is John C. Wright. He is en route to Australia to link with the Blue Ribbon organization of John W. Hicks, Jr., and he takes with him a wealth of information and experience gained with the Paramount organization in the United States.



Paramount organization in the United States.

For several months following the opening of the Paramount Theatre at the Crossroads of the World, Mr. Wright was manager of that sumptuous palace of screen entertainment. He has long been connected with the Publix Theatres Corporation, and knows modern theatre management from sprockets to seating and from cash to cooling systems.

He sailed from San Francisco on December 29th, and for three weeks following that date he will be gliding past the coral fringed islets of the languorous Pacific, with brief but thrill-filled stops at Honolulu, Pago Pago and Suva.

Mrs. Wright accompanies him. They will make their home in Sydney, and Mr. Wright will have a brand new office in the recently completed Paramount Building in the city on the shores of beautiful Port Jackson.

The Foreign Legion Pledge, speaking for the far-flung Legion of Paramount, is happy to wish Mr. Wright every sincere good wish for success in his new environment and in the successful culmination of his new assignment.

WHILE MR. SHAUER IS IN EUROPE

The Foreign Legion's Leader is in Europe on his annual survey mission—but that doesn't mean a vacation for his private secretary, Miss Anne LeViness. She still has a thousand and one daily details to attend to, for business rolls along on its merry way just the same. But because of the indefatigability and cheerfulness of Miss LeViness, it rolls along just that many degrees better..

PICTURES OF LINDBERGH IN MEXICO CITY EXHIBITED IN U. S. A. 48 HOURS LATER

Paramount News again proved its superiority in news reel service last week, when, through the forethought and planning of its editor, Emanuel Cohen, it contrived to have pictures showing Lindbergh arriving in Mexico City, exhibited in the United States 48 hours after "WE" had landed in the Mexican capital.

Lindbergh left Washington, at 12:30 noon, Wednesday, December 14, and arrived in Mexico City at 3:30 P. M. New York time, on Thursday. The Paramount News staff cameraman in Mexico City, the only news reel cameraman regularly stationed at that point, secured his pictures of Lindbergh, and, in a Paramount News airplane, took off for Brownsville, Texas.

At Brownsville he was met by the Paramount News, Dallas, Texas, representative. The negatives were then shipped by air mail to Los Angeles, San Francisco, Chicago, and New York. The pictures were on the screen, Paramount, New York City, on Friday, 48 hours after Lindbergh arrived in Mexico City.

HERR SHAUER IN EUROPA

Herr E. E. Shauer, der Leiter der Paramount Fremdenlegion und Generalmanager der Auslands-Abteilung, befand sich noch auf seiner alljährlichen Europareise, als diese Ausgabe zur Presse ging. Melville A. Shauer, der Direktor der hiesigen Reklame-Verkaufs-Abteilung, begleitet ihn.

MUSIQUE
VOUS REVIEZ
d'un Théâtre
Séjour du film musical
Temple de la musique

VOTRE RÊVE SE RÉALISE.
C'est partir du 24 novembre
pour le plaisir des yeux
et le charme de l'âme
à la soirée splendide
d'ouverture du Paramount
et ses orgues merveilleuses

LE PARAMOUNT
le plus beau cinéma d'Europe

Service

COURTOISIE
VOUS REVIEZ
d'un théâtre où vous sentez
accueilli par un personnel
impeccable, composé et obéissant

VOTRE RÊVE SE RÉALISE
le 24 novembre
à l'œuvre sur le boulevard

LE PARAMOUNT
le plus beau cinéma d'Europe

CONFORT
VOUS REVIEZ D'UN THÉÂTRE
LUXE FAITELLES CONFORTABLES
À LA VISIBILITÉ PARFAITE
ET À L'AIR TOUJOURS PUR

VOTRE RÊVE SE RÉALISE
LE 24 NOVEMBRE SUR LE BOULEVARD

LE PARAMOUNT
LE PLUS BEAU CINÉMA D'EUROPE

DEMAIN
A 21 H.

GALA
d'inauguration
DU
Paramount

sur invitation
seulement

BUILT FOR YOU
INAUGURATION
LE 24 NOVEMBRE 1927

LE PARAMOUNT
le plus beau cinéma d'Europe

LE PARAMOUNT
2, boulevard des Capucines
(angle chaussée d'Antin)

4 DERNIERS JOURS

CHANG
le film unique

PRINTEMPS D'AMOUR
L'ORCHESTRE DU PARAMOUNT
sous la direction de
PIERRE MILLOT

REGINALD FOORT
aux grandes orgues

REPRÉSENTATIONS
de 2 heures à 11 h. 45.

Le film unique

CHANG

BOOKING OFFICE OPEN

VENDEDI
25 NOV.

1^{re} représentation
à 14 h. - 16 h. 45 - 21 h.

PRIX DES PLACES
MATINÉE 1 de 3 fr. à 20 fr.
SOIRÉE 1 de 10 fr. à 20 fr.

LOCATION OUVERTE

LE PARAMOUNT
2, boulevard des Capucines

Inauguration
24 Novembre

LE PARAMOUNT

CHANG

24 Novembre
Inauguration
LE PARAMOUNT

LE PARAMOUNT
2, boulevard des Capucines
(angle chaussée d'Antin)

CETTE SEMAINE

CHANG
LE FILM UNIQUE

PRINTEMPS D'AMOUR
production de SANDOZ PERRET
avec
Hope HAMPTON
J. CATELAIN - OLGA MARÉS
et
TOUT LE MERVEILLEUX PROGRAMME

AUJOURD'HUI
SPECTACLE PERMANENT
de 16 heures à 23 h. 45

LE
"PARAMOUNT"
EST
INAUGURÉ
CE
SOIR

LE PARAMOUNT

OUVRE
DEMAIN

A 14 h. - 16 h. 45 & 21 h.

PREMIÈRES REPRÉSENTATIONS
d'un
MERVEILLEUX PROGRAMME

L'ORCHESTRE DU PARAMOUNT
Donne la direction de
PIERRE MILLOT

PARAMOUNT ACTUALITÉS
Actualités nouvelles
COCO
Maurice de Noilly

REGINALD FOORT
aux grandes orgues

UNE PRODUCTION DE
LEONCE PERRET
PRÉCÉDÉ D'UNE MÉTRICQUE ANCIENNE

PRINTEMPS
D'AMOUR.

avec
HOPE HAMPTON
JACQUE CATELAIN, OLGA MARÉS
UN FILM PARAMOUNT ENQUEL
et son Prologue

CHANG

Production de
ERNEST B. SCHOENBERG
MIRIAM C. COOPER
présentée par
Adolph Zukor et Jean L. Lasker

LA LOCATION
EST OUVERTE
de 10 h. à 24 h.

PRIX des Places
Matinée ordinaires
de 7 fr. à 20 fr.
Matinée de nuit
à l'avenue
de 10 fr. à 25 fr.

SOME OF THE OPENING ANNOUNCEMENTS. A selection of advertisements from the newspapers of Paris announcing the opening of the Paramount Theatre in the French capital. Some of these, you will note, are announcements concerning Music, Courtesy, Comfort and others of the striking innovations which this theatre brought to the picturegoers of Paris.



THE FOREIGN LEGION PLEDGE



First Hand Story of Triumphant Paris Opening is Told by Eugene J. Zukor

Mr. Zukor made the trip from New York to Paris for the express purpose of representing the President of the Paramount organization at the opening of the Paramount Theatre there. In a special interview with The Foreign Legion Pledge he tells of the highlights of that great event.

The gathering of notables at the opening of the Paramount Theatre in Paris on November 24th was perhaps the most representative in all the history of the French theatre. To have gathered this throng of military, diplomatic, art, musical and society leaders together was a triumph of such exquisite detail and tact that it will forever be a credit to the far-seeing diplomacy of Al Kaufman, who was in command of the entire arrangements. To him, also, goes the credit for the strategic charting of every seat in the theatre, and for the idea of the colored tickets which played so big a part in the ultimate success of the opening. Both of these innovations were successful, too, in arranging the audience in such

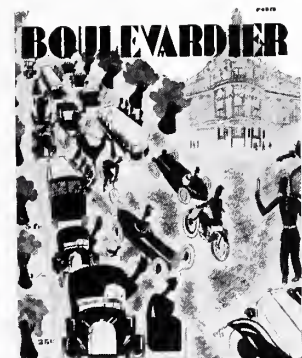


fashion that a spectator from the stage would look upon a vista of such beautiful women and such handsome and dignified men as would seem impossible outside the realm of imagination.

The host of notables who attended comprise a list to leave one breathless. (Many are listed on another page.) Marshal Foch, guest of honor at the Thanksgiving Dinner of the American Legion, left that event promptly at 9 o'clock in order to be at the Paramount opening at 9:15, and without a recital of further details, that event can well depict the important view that those invited to the opening took of their invitations.

Every invitation was accepted: every seat was filled. The performance was faultless. The press acclaimed it as such, the French Paramounteers acclaimed it as such—and one of the major reasons for it was the fact that Al Kaufman discarded all precedent, laid down his own program of what was going to take place, and went right ahead.

Mr. Zukor related incident after incident of how the priceless and seemingly unattainable characteristic of the spontaneity of the event



Creation which we will print next issue.

There was but one casualty at the opening, a minor one, and we relate it here because it is so indicative of the precedent which the Paramount set. A lady alighted from her auto, and the attendant refused a tip. The doorman opened the door, and refused a tip. An attendant gave her a program, free. By this time she was gasping in amazement; so that it only required the usher to refuse her tip to complete the collapse. The usher refrained from making the customary gesture with the hand, said "Paramount service, Madame," in French—and the lady was carried out to receive medical attention.

able cover of "The Boulevardier" was devoted to the Paramount, as pictured here, with every Parisian turning his head to observe this newest wonder. Of how, also, the even more priceless Citroen running electric sign on the Boulevards gave, gratis, a great deal of its space to four slogans of their own

This is all but a sketchy account of what took place at this memorable event. Mr. Zukor was emphatic about it being a triumph which has not been surpassed throughout the world; and we for our part are so enthusiastic about what Mr. Zukor has told us that we are going to give you more details of this opening in the next issue.

GLOWING CHAPTERS IN THE PROGRESS OF "WINGS"

"WINGS" is in the 20th week of its season at the Criterion Theatre, New York City, and is attracting a capacity house plus a minimum of 100 standees at every screening.

"WINGS" is in the 8th week of its season at the Erlanger Theatre, Chicago, playing to consistent capacity for a run that is to continue indefinitely.

"WINGS" opened its Philadelphia season early this month and has been doing unprecedently successful business ever since.

"WINGS" commenced its Boston season on the 19th of this month, with a reception which augurs its continuance for many months as the most popular picture to ever play the New England metropolis.

"WINGS" was recently viewed for the first time by Colonel Charles A. Lindbergh, who had been making an aerial tour of the United States ever since shortly before the picture opened at the Criterion.

P. H. STILSON'S GREAT ARTICLE



The Foreign Department's General Traffic Manager, Palmer H. Stilson, has joined the ranks of the authors with a very splendid two page article on "The Science of Film Exporting," published in the December 23rd issue of "The Motion Picture News."

The article, which is copyrighted, runs to two full pages of close type in a very prominent section of the publication, and is of such calibre that it is bound to be extensively quoted throughout the film industry. We congratulate "P. H." for his excellent style of writing, his knowledge of his subject, and naturally upon the additional publicity which the article brings to Paramount's Foreign Department.

WEDDING BELLS ARE GOING TO RING

Here's a piece of good news which should bring in a flock of congratulations from the far-flung corners of this grand Foreign Legion of Paramount:

Donald L. Velde announces his engagement to Miss Edith Madeleine Curtis, of Staten Island, N. Y. Mr. Velde was for a year Ad Sales Manager of the Foreign Department, and in that capacity rendered sterling service to all Divisions throughout the world. Last June he reverted to the Domestic Ad Sales Department, and is now Special Representative for that department, with headquarters in Chicago. His territory comprises the entire Middle West District of U. S. A.

PRENEZ TOUTES PRECAUTIONS NECESSAIRES CONTRE LE FEU!!

Pour plus d'une année, M. J. H. Seidelman, Assistant-Directeur du Département de L'Etranger, a mené le monde entier une campagne vigoureuse, contre le feu.

Il a écrit maintes lettres, préparé maintes campagnes, et a de toutes manières démontré la nécessité essentielle pour chaque Légionnaire d'être certain que chacun et chacune font tout leur possible pour éliminer tout risque dans leurs agences où bureaux. De faire ceci-est votre devoir. Non seulement votre devoir envers la Compagnie—mais envers ceux qui travaillent avec vous-et envers vous même.

GALA D'INAUGURATION

Jedi 24 Novembre 1927

- 1. LES MAITRES CHANTEURS (R. Wisniewski) Chef d'orchestre du Paramount, sous la Direction de Pierre Millot
- 2. PARAMOUNT - ACTUALITÉS Les yeux du Monde et KOKO (Meunier amant)
- 3. Audition de REGINALD FOORT aux Orgues Wurlitzer
- 4. Une Production de LÉONCE PERRET et HOPE HAMPTON et JACQUE CATELAIN - GINA MANÉS PRINTEMPS D'AMOUR Scénario et mise en scène de Léonce Perret avec son Théâtre scénique

Adolph Zukor et Jesse L. Lasky présentent une Production de ERNEST SCHOEDSACK MERIAN C. COOPER

CHANG

L'histoire de la lutte de la jungle. Distribution: L'HUMANITAIRE, les cinémas KRUI, Le France, les cinémas CHANTRE, Le petit grec, les cinémas NAH, Le petit film, les cinémas LADAM, Babou, les cinémas BUNGO

CHANG est une production qui présente un intérêt au Paramount. Il passe en outre au Grand dans le ressort de Distributeur.

C'EST UN FILM PARAMOUNT

ENTRACTE

Programme sous la direction de M. Assar KAUFMAN

Tous les représentations tous les Lundi, Mardi, Mercredi, Jeudi et Vendredi. Quatre représentations: Samedi et Dimanche

PRIX DES PLACES

Musiques: De 7 à 10 fr. Soirée (les matinales du Samedi et du Dimanche) de 10 à 15 fr.

La Direction s'engage de charger les billets de la valeur qu'elle aura indiquée à l'appuyer à ce programme

FRANCS MANGAN

PIERRE MILLOT

Locataire

THE PROGRAM. Herewith is the center spread of the very attractive program issued as a souvenir of the Paris Paramount opening. The features of the presentation can be plainly read in this reproduction; and also to be found here are brief details of the several phases of new theatre service which so delighted the French picturegoers.



THE FOREIGN LEGION PLEDGE



Three Times Out of Seven— won by a Paramount Picture

Reproduced herewith are two sides of the gold medal of "Photoplay Magazine" which is awarded each year to the most meritorious film of the preceding year. A particular characteristic of this medal is that it is the only national award in the film world which is bestowed exclusively by the motion picture fans, who register their preferences by vote. The award has now been in force for seven years, and in that time Paramount Pictures have won three of the medals—"Humoresque" in 1920, "The Covered Wagon" in 1923, and now "Beau Geste" in 1926.



- Some of the 1927 Paramount Contenders:
- "THE WAY OF ALL FLESH"
 - "HOTEL IMPERIAL"
 - "UNDERWORLD"
 - "WINGS"
 - "THE KID BROTHER"
 - "CHANG"
 - "THE ROUGH RIDERS"
 - "STARK LOVE"
 - "METROPOLIS"
 - "GENTLEMEN PREFER BLONDES"
 - "BARBED WIRE"
 - "OLD IRONSIDES"

The New York Times.

THE WEATHER
Cloudy and somewhat colder today.
Temperature, 60 to 65. Wind, light.
Temperature, 60 to 65. Wind, light.
Temperature, 60 to 65. Wind, light.

"All the News That's
Paramount
Pictures
VOL. 3 NO. 3
FEB. 1ST 1928

FRIENDLY STARS TO GO TO CUBA
Mina H. ...
HOLD A "SECRET" PARLEY
Loyman, ...
WILL OPEN HEADQUARTERS

**N. Y. STANDARD OIL
DECLARES WAR UPON
DUTCH SHELL**

**SMITH STEPS ONE
HUNT**

**UP
CARS,
MINTES**

EFFECTIVE IN FULL

COOLIDGE IS WARMLY WELCOMED TO CUBA; GOES TO PALACE AMID SHOWER OF ROSES; TALKS TO PAN-AMERICAN MEETING TODAY

**League's Eyes Are On Pan-American Union;
Officials Hope for Future Cooperation With It**

MULTITUDE ACCLAIMS HIM
Tens of Thousands Line Shores and Mass in the Streets of Havana.

PRESIDENT DEEPLY MOVED
Standing on Balcony With Machado, He Waves One of the Welcoming Hoems.

STATE DINNER TO BE GIVEN
This Will End Full Day That Begins With Opening of Parley of Twenty-one Nations.

UT PREPAREDNESS
AHEAD OF COMPACTS

AD BROKEN

IN BRIND PLAN

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

(See All Pages)

WOMEN TREATY BOUGHT
Needs Backing of Nation.

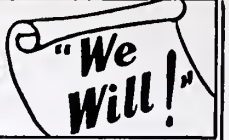
WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.

WOMEN TREATY BOUGHT
Needs Backing of Nation.



THE FOREIGN LEGION PLEDGE



THE FOREIGN LEGION PLEDGE of Paramount is published in the interests of Paramount Legionnaires the World over. It is accepted that they know the contents to be Strictly Confidential.

ADJUTANT: J. H. Seidelman. EDITOR: O. R. Geyer. EDITOR (Pro. Tem.): Albert Deane. ASSOCIATE EDITORS: R. M. "Dick" Blumenthal, George Weltner. FOREIGN LANGUAGE EDITORS: J. Ventura Sureda, Arthur Coelho, José Cunha, N. Vandenstein, Miss Gertrud Wiethake.

Vol. III. February 1, 1928 No. 3

ENGLAND'S FILM PREFERENCES DURING 1927

Following the international custom of leading critics picking the best pictures of the year, G. A. Atkinson, England's foremost motion picture critic, and critic of London's Daily Express, has selected his Fifteen Best Pictures of 1927 shown in England.

Of the 15, nine are American, four are German, one is French and one is Swedish. Four of the American, and one of the German films are Paramount Pictures. These are "Chang," "The Trumpet Call" ("The Rough Riders"), "The Way of All Flesh," "Hotel Imperial" and "Metropolis."

"YESTERDAY CANNOT HOPE TO RULE TODAY OR TOMORROW"

That's the inflexible law of Progress. We plan, we create, we achieve; and immediately we complete it, our achievement of Today becomes a Yesterday.

This Yesterday can play its part in influencing Today, and even Tomorrow—but it can never rule them, for that would not be Progress.

We learn this fundamental fact in a thousand different ways every day; but in no more pertinent way is it apparent to us than in the sublimely stirring work of the Foreign Legion of Paramount during 1927. That year, now a marvelous memory, is the greatest and most inspiring Yesterday that we could possibly have. It is a multi-chaptered epic of sterling work that we shall always look back upon with a pardonable glow in our hearts.

And, although it cannot rule Today or Tomorrow, it can still play a gigantic part in influencing the greatness which must inevitably come from the plans we have laid for 1928.

A GREAT STAR'S FINE TRIBUTE

EMIL JANNINGS
1337 HOLLWOOD BLVD.

HOLLYWOOD CALIFORNIA
December 30th 1927

Mr. O. R. Geyer
Paramount Famous Lasky Corp'n
New York City

My dear Mr. Geyer:-

The year has passed and I should like to thank you very kindly for your interest in me and the wonderful publicity of your department.

Take all my best wishes for the new year and my best greetings.

Cordially yours

Herewith, briefly but ever so sincerely expressed, is the thanks of Emil Jannings to the Paramount Department of Foreign Publicity for what its members did for him during 1927.

A MESSAGE OF WONDERFUL NEWS—AND MY THANKS TO YOU ALL FOR YOUR PART IN IT

PARIS, France, Jan. 19, 1928.

Speeding across Germany en route from Berlin to Paris, a telegram overtook our train and was handed to me at one of the stations where we paused for a few minutes. It was a telegram that gave great news in simple fashion, for it told that Italy, Argentina, Spain and France had proven the winners of the Desks; that Japan, Mexico and Holland had also gone over quota; and that the remaining eight divisions had given marvelous accounts of themselves, too. I was immensely thrilled and gladdened by this news, for there was in it something more than the mere announcement of results in a contest.

Back of those lines of type on a colored sheet of paper I saw, as the train sped past cultivated field and bustling city, weeks and months of toil and striving brought ultimately to grand success. It was as though that paper were a screen for all the world on which was being projected the greatest international picture ever lived. I could see, in a grand review, the great strivings and struggles of each of the divisions to make good on their promises. In the review, too, were the obstacles and barriers continually being brought forward—hindrances that would have broken the heart and crippled the soul of any save Paramount Legionnaires.

I feel that in saying that I congratulate the winners I am stating the case far too prosaically. Here is something that is bigger and finer and more fundamentally human than to call for mere congratulations.

Here you are, men and women in all the quarters of the earth, speaking many languages, yet bound together by the common tie of Paramount. You pledged that you would give every thought and energy to the ideal of having Nineteen Twenty-seven stamped as the greatest year of progress and prosperity in the history of the Paramount Foreign Department. You pledged this—and then you made that pledge the paramount purpose in your entire scheme of things. It was not duty, not compulsion: it was simply that you had set up an ideal that you wanted, above all else, to live up to.

The history of that ideal, and of how splendidly you all lived up to it, is preserved for all time in the three hundred and sixty-

five days of solid achievement, glowing result and inspiring precedent which constitute the year just past. There, as unshakable as time itself, is a year of inspiration that the entire Paramount organization can follow.

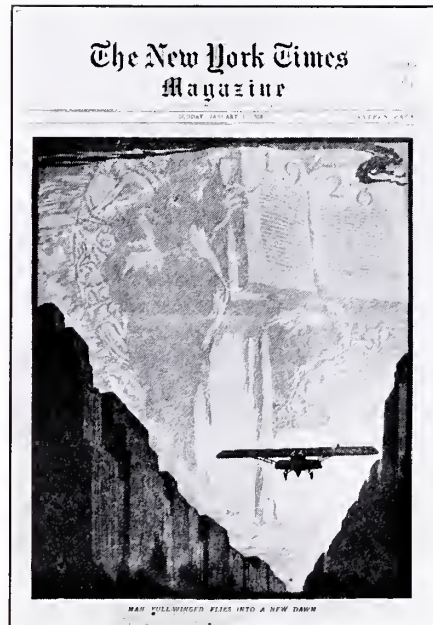
It enables you to face 1928 with a vaster degree of confidence than you have ever known before. It enables you to know yourself and your capabilities in a far more complete fashion than you have heretofore known them. And, knowing these things in the right way and at the right time, can mean but one great thing—your ever-growing success.

To this city where I now write, one of the Desks is coming. Other Desks are going to cities that I have recently visited. But the supreme honor that has come out of the 1927 expression of Achievement is one that goes to every Legionnaire the world over—

the honor of having given a pledge and of having lived up to it with every ounce of energy at his, or her, command. More than that no human being can do.

You all share in that honor, and Mr. Zukor, Mr. Lasky, Mr. Kent and all of the Company's executives know that you do. They are all prouder of you than mere words can ever tell.

And I am with them in that profound admiration of your efforts. You wrote such history as posterity will glory in.



A Sentiment which seems to Inspire in Us a Still Greater Faith in the Mightiness of "Wings."



THE FOREIGN LEGION PLEDGE



DRIVE IS ENDED!

NEW IDEAS IN AN OLD THEATRE



Who'd have thought, reading that profoundly stirring story about the stone from the 2500-years old Dionysius Theatre of Athens, Greece, and seeing the theatre itself actually pictured in so many publications, that we should one day thrill to the spectacle of Mr. and Mrs. Shauer, and Melville A. Shauer sitting in that actual theatre, and being photographed right at the spot where the historic stone was taken from. Yet that's precisely what we have here for you to see. And although you mightn't know it, in the lower-most picture Mel is leaning over what used to be the first balcony railing, and saying: "If this theatre had screened Paramount Pictures, and told the world about them through Paramount Posters, we'd have only gotten in here after waiting about two hours in the lobby."

"CHANG" STIRS UP COLOSSAL ENTHUSIASM IN MEXICO CITY

The following cable indicative of the super-success of Paramount's mighty jungle melodrama, "Chang," in Mexico City is more indicative of the reception accorded the picture than could be thousands of words of descriptive writing:

Had to call upon police to restrain crowds which stormed Olympia box-office today. Capacity was sold in first hour and we had to suspend selling three times during day in spite of the fact that twelve other houses in Mexico City showed "Chang" simultaneously. With us the receipts for Friday, Saturday and Sunday (January 7, 8, 9) break the house record formerly held by "Beau Geste." All of this notwithstanding that the opposition showed Ramon Navarro, heretofore considered the best drawing card in Mexico. (sgd) Margon.

That was from Clarence C. Margon, general manager for Mexico and Central America. Those who know Mr. Margon's conservatism in stating situations such as this, will know that the enthusiasm which "Chang" stirred up was in a considerable number of ways very extensive.

JESSE L. LASKY NAMES PARAMOUNT'S "STARS OF TOMORROW"

Paramount's Stars of Tomorrow (the name by which they will be known instead of as Paramount's Junior Stars), have been announced by Jesse L. Lasky, first vice-president in charge of production.

Already you have read much about them, and many of you have already seen them on the screen. For our part we view the choice as an excellent display of judgment, for we can see these Stars of Tomorrow rising to the heights of fame not only in the United States, but throughout the world as well.

The girls selected are five in number. They are Nancy Carroll, the 'Rosemary' of "Abie's Irish Rose"; Ruth Taylor, the 'Lorelei' of "Gentlemen Prefer Blondes"; Louise Brooks, leading woman of a string of successes; Mary Brian, popular leading woman for Richard Dix and other stars; and Fay Wray, who has already been teamed with Gary Cooper.

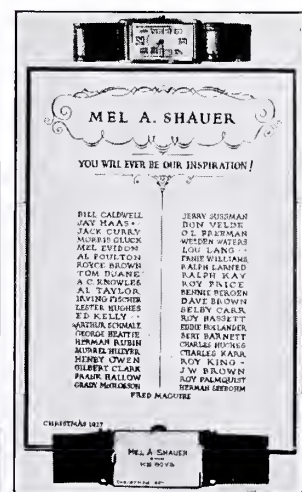
Six young men have been selected. They are Charles Rogers, leading man of "Wings" and other successes; James Hall, leading man for Bebe Daniels; Gary Cooper, who does marvelous work in "The Legion of the Condemned"; Richard Arlen, also of "Wings" and many other pictures; Lane Chandler, a leading man with a surprising vein of humor; and Jack Luden, leading man in several recent pictures.

"THE WEDDING MARCH" TO HAVE NEW YORK PREMIERE THIS MONTH

Erich von Stroheim's greatest picture, "The Wedding March," is to have its New York premiere at an unnamed theatre during the early part of this month. It will remain in this theatre for an extended season, with a special prologue and atmospheric presentation.

Von Stroheim himself plays the leading role in the picture, with Fay Wray as the little peasant girl he falls in love with. ZaSu Pitts, George Fawcett, Maude George, Mathew Betz and many other well known players have principal roles in the picture, which is expected to be easily one of the outstanding films of the year.

REAL TRIBUTE TO A REAL FELLOW



Reproduced herewith is the Christmas expression of esteem which his Ad Sales boys of the Domestic Department sent to Melville A. Shauer to reach him in Europe. The wrist watch of platinum, and is inscribed: "Mel A. Shauer from His Boys." The parchment carries the names of all the Ad Sales Managers in the field, together with the line: "You will ever be our inspiration." A superb sentiment, and true.

The greatest news of the moment is that the supremest and most magnificently sustained Drive of Effort, Energy and Enthusiasm that the Paramount Organization has ever known, has come to a conclusion in a blaze of glory.

In other parts of this issue Mr. Shauer and Mr. Seidelman have voiced their undisguised pleasure and pride in the performance of every participating Paramourteer, and on one particular page there are congratulations from the former owners of the Desks to the new owners. Furthermore; the actual figures of achievement are glowingly given on Pages 12 and 13.

Turn to them and see in what superb splendor the Drive ended, with almost 50% of the Divisions over Quota—an unparalleled state of affairs in all of Paramount's history of sales contests, whether foreign, domestic or local.

That should make you feel good!

FROM TOKYO TO THE CROSSROADS OF THE WORLD



"Bob" MacIntyre

Home Office Legionnaires have been mighty pleased indeed to receive a visit from R. E. "Bob" MacIntyre, who is Tom Cochran's co-pilot in the grand task of guiding the Japanese organization of Paramount through its various achievements to an ever-higher peak of greatness.

"Bob" has been in Home Office for the past few weeks conferring with Assistant Manager J. H. Seidelman, and at about the time that this issue is printed he is scheduled to start on the long trek back to Nippon, where his arrival will not conflict with the headlines about the cherry blossoms, because he will arrive just ahead of that other important event.

In various chats we have had with him we have gained newer insights into the greatness of the Japanese character, and we have also learned volumes about the tremendous enthusiasm and appreciation of the Paramourteer spirit that is to be found in every Legionnaire of Japan. And so, without in any way being partisan, we rather feel that the Japanese Division will this year set a pace that will require the utmost exertion on the part of all other Divisions to keep up with.

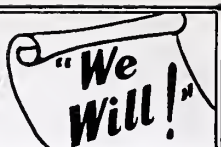
"Bob" looked in splendid shape during his visit to New York, and he has asked this paper to convey his very kindest regards to his friends throughout the far-flung ranks of Paramount's Foreign Legion.

SAMMY IS BACK IN NEW YORK

Sammy Cohen, who for more than a year past has been Ad Sales Manager of the German organization, arrived back in New York on the Aquitania just as this issue went to press. We will therefore have a corking good story about Sammy in next month's issue.



THE FOREIGN LEGION PLEDGE



LEWIS STONE IN "THE PATRIOT," JANNINGS' FOURTH FOR PARAMOUNT

Lewis Stone returns to Paramount, after four years absence, to support Emil Jannings, in the German star's next starring vehicle for Paramount, "The Patriot." Stone plays the role of "Count Pahlen."

Evelyn Brent plays the feminine lead and other leading roles are enacted by Vera Voronina and Tulio Carminati.

"The Patriot," is the story of "Paul the First," from the pen of Merejkowski, and tells of the colorful reign of Czar Paul's four years of insane rule, until he was murdered, as an act of patriotism, by Pahlen, who had been his closest friend and counsellor.

¡HAY QUE EVITAR INCENDIOS!

No se olvide de lo que decíamos en el número pasado acerca de la prevención de incendios. El fuego es el peor enemigo, y cada uno de nosotros está en el deber de buscar todos los medios posibles para combatirlo. Al evitar un incendio, no solo cumple un deber humanitario y un deber como empleado de la empresa, sino que se hace un bien a usted mismo y a los compañeros de trabajo. ¡Evite incendios! Ponga en práctica las sugerencias que para tal fin dábamos en el último número.

"TSJANG" IS NOG STEEDS DE 'CLOU' VAN HET JAAR

Het grootsche Paramount oerwoud drama "Tsjang" heeft in Engeland, Duitschland, Zweden en Japan niet over gebrek aan belangstelling te klagen. Alles wijst er op, dat wij uit andere landen binnenkort gelijkloovende berichten over deze imposante film zullen ontvangen. Tsjang is een dier films, waarmee Paramount haar reeds overal gevestigd prestige kan hooghouden en dit geldt in het bijzonder voor de buitenlandse afdeling, daar men niet uit het oog moet verliezen, dat deze in Siam opgenomen productie via de Buitenlandse Afdeling naar de Binnenlandse Afdeling ging, terwijl de meeste Paramount films van de Binnenlandse Afdeling naar de Buitenlandse gaan. Zooveel te meer reden om ons speciaal toe te leggen op het success van "Tsjang".

WARNUNGEN BETREFFS "FEUER!"

Bitte setzen Sie alles daran, die Mitteilungen betreffs Feuerverhütung, welche in unserer letzten Ausgabe veröffentlicht wurden, zu beachten. Feuer ist Ihr grösster Todfeind; und Sie sollten darauf achten, dass alle Vorsichtmassregeln zur Verhütung desselben durchgeführt werden. Denn sehen Sie, der Zweck der Feuerverhütung ist nicht nur Ihre erste Pflicht gegenüber Ihrer Firma, sondern in erster Linie gegenüber Ihrer eigenen Person!

"BEAU SABREUR" ("BEL GUERRIERO") UN GRANDE SUCCESSO

"Beau Sabreur" ("Bel Guerriero") prodotto secondo le grandiose linee di "Beau Geste" ("Bel Gesto") ha tutta l'aria di essere un altro grande vincitore per la "Foreign Legion" ("Legione Estera") di Paramount. Viene ora dato al Rivoli Theatre, New York City, come una protratta attrazione della stagione ed ha conquistato i più lusinghieri commenti della stampa. Gary Cooper, Evelyn Brent e Noah Beery rappresentano i personaggi principali.

"BEAU SABREUR" IS EEN SUCCESFILM

"Beau Sabreur," een film van het Beau Geste type, is geknipt voor het Paramount Vreemdenlegioen. De film loopt thans in het Rivoli Theater, in New York City als een extra attractie van dit speelseizoen. Er werd bijzonder gunstig in de dagbladen over geschreven. De hoofdrollen worden vervuld door Gary Cooper, Evelyn Brent en Noah Beery.

"I'M READY FOR DICTATING TO, SIR!"



We take pleasure in submitting herewith sample stenographer to be obtainable at all Paramount head offices during the early months of the current year. She is blonde, well-dressed, attractive, striking, good-looking, but she has been told that she does not have to be expert at stenography. She can be set to work at once and we have not the slightest doubt that her persuasiveness will reap a rich reward from the picturegoing public through the box-offices of those exhibitors wise enough to set her to work for them.

For you see, she is none other than Lorelei Lee, perfectly played by Ruth Taylor in Paramount's picturization of "Gentlemen Prefer Blondes," in which, as you will remember, Lorelei's cashful career started with her becoming a stenographer. You see, she started in with taking notes—and never stopped taking them, even though they did change in kind.

What we mean to say, though, is that you'd better be talking a lot about this picture, because it's a world famous story, and it has been put on the screen in a happy, rollicking, fun-filled fashion.

It is our particular privilege, and our undisguised pleasure, to report that Miss Taylor ("Lorelei Lee") paid a visit, in person, to the Foreign Publicity Department a few days ago. Her message to you is to the effect that, so far as she is concerned, "Blondes Prefer Legionnaires," and it is her one sincere hope that her work in this picture will meet with the approval of you all, and through you, the approval of all of your exhibitors.

"CHANG'S" ENGLISH RECORD

Just as a plain matter of record we want to set it down here for posterity that Paramount's mighty melodrama of the jungle—"Chang"—completed a season of eleven (remember that number, 11) weeks at the Plaza Theatre during its celebrated run in the British capital.

"BEAU SABREUR" ES UN GRAN EXITO

"Beau Sabreur," película filmada en las mismas gigantescas proporciones que lo fué "Beau Geste," promete ser otro gran éxito para el Departamento Extranjero. En la actualidad se está exhibiendo en el Teatro Rivoli, de Nueva York. A juzgar por los encomios de la crítica y los éxitos de taquilla obtenidos, créese que permanecerá en dicho teatro durante una larga temporada. Gary Cooper, Evelyn Brent y Noah Beery caracterizan los papeles más importantes en esta nueva gran producción de la Paramount.

"WINGS" AUSSERHALB U.S.A. GEZEIGT

Die erste Vorführung von "Wings," Paramounts packendem Drama der Lüfte, ausserhalb der Vereinigten Staaten, fand am 2. Weihnachtstag in Montreal (Kanada) statt. Hiermit eröffnete der Film seine ausgedehnte Tourneesaison und wurde von der Kritik wunderbar aufgenommen, denn ihr Lob war noch grösser, als das der amerikanischen Rezensenten. Sie befinden sich in einem speziellen Nachtrag des "Wings" Presseblattes, welches von der Auslandsabteilung zur Ausgabe gelangt.

NOGMAALS: HET BRANDGEVAAR

Wij kunnen er niet genoeg den nadruk op leggen, om U voortdurend te houden aan de voorschriften tegen Brandgevaar, welke wij in onze vorige oplaag hebben gepubliceerd. Het Vuur is Uw doodsvijand, dien ge zoo veel mogelijk moet vermijden. Het gaat niet alleen om de eigendommen der Paramount organisatie, doch tevens om Uw eigen levensbehoud.

"A FRAGATA INVICTA" NA INGLATERRA

O film "Old Ironsides" que em portuguez se chamou "A Fragata Invicta" passou na Inglaterra sob o titulo de "Sons of the Sea" ou "Filhos do Mar" e com este nome obteve um grande successo.

Segundo noticias telegraphicas recebidas pelo nosso departamento estrangeiro este super-film da Paramount está sendo muito bem recebido por todas as partes onde tem sido mostrado.

WIJ ONTVANGEN TALRIJKE MOOI UITGEVOERDE PARAMOUNT ORGANEN

Onder de buitenlandse post vinden wij bijna geregeld een exemplaar van een Paramount orgaan, uitgegeven door een onzer buitenlandse kantoren. Soms 'El Matador' uit Spanje, dan weer 'Ca de Casa' uit Brazilië, of 'Paramount' uit Italië. Daarna 'The Whole Show' uit Australië en den volgenden dag vinden wij 'Our Answer' of 'Full Steam Ahead' uit Berlijn op onze lessenaar. Als we bijvoorbeeld Donderdags 'La Paramount française' uit Frankrijk ontvangen, kunnen we er zoo goed als zeker van zijn, dat we twee dagen later uit Argentinië de 'Adelante Decima' ontvangen. Al deze edities getuigen van groot enthousiasme. Wij zijn zoo aan hun plaatselijke nieuwsberichten en aan hun geestige opmerkingen gewend, dat wij ze niet graag zouden missen. Wie op het origineele idee kwam, om een eigen kantoorgaan uit te geven, verdient een plumpje.

NOVA DEPENDENCIA PARAMOUNT NA AUSTRALIA

Em outra secção do nosso magazine publicamos algumas gravuras do novo escriptorio da Paramount na Australia o qual tem a gerencia dos departamentos da Nova Zelandia e Possessões Orientaes Hollandesas. A divisão australiana que se denomina "Blue Ribbon Bunch" está a cargo do gerente geral, Mr. John W. Hicks, Jr., cuja photographia se vê em primeiro plano, ao lado esquerdo da pagina. Este escriptorio da Australia é o mais novo de todos os departamentos da Paramount no estrangeiro.



THE FOREIGN LEGION PLEDGE

"We Will!"

IS "WINGS" THE GREATEST WAR PICTURE?

(Note: This item excludes such productions as UFA's "Behind the German Lines," and the other national official war pictures.)

We have before us a consensus of the opinions expressed by leading critics of foremost newspapers in U. S. A. and Canada, and we find that "Wings" has been declared "The Greatest War Picture" in Montreal (Canada) by five papers out of six, in Chicago by four out of seven; Philadelphia, five out of six; Boston, four out of six; Des Moines, both papers; Minneapolis, both papers; by the majority of the New York papers, and four out of six in Los Angeles.

AUSTRALIA. The photographs showing the new offices of the Australian Organization, mentioned in several languages in this issue, have been held over until next issue. They occupy an entire page, and pressure on space occasioned by the results of the Desk Drive has made this move necessary.

G.S.M. OF CENTRAL EUROPE.



GUS SCHAEFER

Announcement is made by Mr. Seidelman of the fact that Gus Schaefer has been appointed Paramount General Sales Manager for Central Europe. And thus is written another colorful chapter in the career of this progressive and progressing Paramounteer.

Gus, who entered the film business back in the long-ago of 1914 as a shipping clerk, passed through the stages of booker and other progressive ranks until in 1921 he joined the Paramount organization as a Salesman at Boston, working in Zone 4. The stamp of his work soon promoted him to Zone 2 and finally to Zone 1. The next step was the post of Boston Sales Manager; and then Mr. Shauer's uncannily accurate eye singled him out for Foreign Legion service.

In 1926 he was assigned to Europe as general manager of the newly formed Fanamet organization, with headquarters in Berlin. In this post his work was so meritorious that with the dissolution of the Fanamet plan at the commencement of the current year, Gus Schaefer was singled out by Mr. Shauer to be Paramount's General Sales Manager for Central Europe.

Inspired, and Inspiring, Efforts of Entire Foreign Legion Have Wrought a Wonderful Victory

An Expression of Thanks on the Result of the Drive

By **J. H. SEIDELMAN**
(Assistant Manager, Foreign Department)



Less than an hour ago I was handed the absolutely final figures on a Drive which goes down, not only in the history of Paramount's Foreign Department as the greatest piece of achievement ever known, but in the history of the entire Paramount organization as well. I looked over the figures again and again with a pardonable thrill, for there I saw seven out of fifteen divisions *over quota*—a proportion higher than has ever before been achieved in a Paramount sales contest anywhere, at any time.

That's what you Legionnaires did, and you have every right in the world to be tremendously proud of yourselves—all of you, the Under Quotas as well as the Over Quotas! It was a colossal piece of work, inspiring from start to finish, but a hundred times more inspiring during the three final months, when the greatest volume of business in the history of the Foreign Department was turned in. What a three-months period that was! Successes—achievements—glorious accomplishments: they piled higher and higher as those last few months and weeks slipped away from the calendar, and they gave us—our greatest year of business.

To every division I send my heartiest and sincerest congratulations. You all did a colossal job superbly. To the first four in the list go the Desks—sublime symbols of their spirited success. To the other three divisions who topped quota there goes their own personal sense of satisfaction in a mighty job masterfully completed.

To the others there goes a fulness of understanding. They embarked—as did every one of the divisions—upon a year which held strife as well as success, and disaster as well as promise. They made their plans, in many instances, but mightier hands than theirs unmade them. They saw circumstances over which they had no control—flood, fire, rebellion, import laws and a score of others—snap and bite into their quota until the battle would have looked a hopeless one to anyone but a Paramount Legionnaire. But no! Despite everything conceivable in the way of opposition, they struggled on and fought their way to as near the top of the list as human efforts could bring them. And now we salute them—for they won, even while they lost!

Above all else this Drive of 1927 has revealed the colossal potentialities of the Foreign Department. Later this year we shall be privileged to have the honor of telling to the entire Paramount organization the glowing story of the Paramount Foreign Legion's 1927 Progress, and it is going to make wonderful telling.

It will be all the more wonderful because it will be *your* story. You—every one of you—wrote it: first with a brain that thought, then with a hand that wrought, and finally with the many strokes of a pen that brought flood after flood of contracts and cash into the Home Office of the division you so genuinely serve.

That's why it will be *your* story! And that's why the entire Paramount organization through its representatives gathered to hear the story, will pay you great tribute when the story is told. *For it is the finest epic of achievement since the Paramount Foreign Legion came into being.*

HET LAATSTE COMMANDO

Wij hebben zoeven de nieuwste film van Emil Jannings gezien: Het Laatste Commando. Dadelijk na afloop snelden wij naar onze schrijfmachine om den Hollandsche Paramounters in onze eigen taal te vertellen, dat dit een der beste, zoo niet de allerbeste film is, waarin Emil Jannings de hoofdrol vervulde. Wij vinden, dat hij met deze productie al zijn vorige werken, zelfs Variété, in de schaduw stelt. De scènes van de Russische revolutie herinneren ons direct aan een andere Russische film, Potemkin, die ook wat fotografie betreft, veel met de in deze film bereikte lichteffecten overeenkomt.

Het is natuurlijk een internationale film, geschikt voor Amerika, geschikt voor Europa, Rusland inbegrepen, geschikt voor de geheele wereld.

De regie, de pakkende aangrijpende tafereelen, die ons telkens en telkens wederom naar een climax van spanning voeren, de overige spelers—William Powell en Evelyn Brent in het bijzonder—zooals gezegd de fotografie, het verhaal zelf, de gelijkmatigheid van de openvolging der afzonderlijke gedeelten, kortom de geheele film is een **MEESTERWERK**.

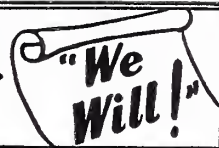
Een film, waarmee de buitenlandse afdeling allerwege eer zal inleggen.

VERY EFFECTIVE BOOKING RECORD

Under the direction of George Wetner, in charge of foreign distribution of Paramount News and Paramount Short Features, there has been prepared the initial part of a very neat and effective booking guide for exhibitors of Argentina. This consists of a loose-leaf binder, stamped with the Paramount Trade Mark, and carrying, for the present, a series of colored inserts on the Paramount Foreign Legion Specials.



THE FOREIGN LEGION PLEDGE



WIN WITH "WINGS"

FIRST PREMIERE OF "WINGS" OUTSIDE U.S.A.

On Christmas Day last, there occurred the first premiere of "Wings" outside of the United States. This took place at the Princess Theatre, Montreal (Canada), and was a success as mighty and signifi-

cant as the picture itself. The presentation was made by the Road Show Department, under the direction of A. Griffith Grey, and was a parallel of the presentation which has been offered at the Cri-

ANOTHER GREAT FOREIGN-AMERICAN NEWSPAPER PRAISES "WINGS"

Already we have recounted to you the editorial praise of the German newspaper, "Abend Post," printed in Chicago, with regard to "Wings." Now it is our distinct pleasure to give to you the editorial tribute of "United America," a foremost Italian newspaper printed in New York. This piece of praise appeared in the issue of December 24th last and had the following to say about the Drama of the Skies:

"Wings," which has been playing to full houses for the last six months and bids fair to continue for as many more, is a patent example of the excellent discriminating taste which the New York public possesses in the matter of films. Incidentally, "Wings" is destined to make at least as much of a hit beyond the ocean as it has here, for one of its outstanding characteristics is its evident attempt to give all nations a square deal, thereby counteracting the bad impression made abroad by "The Big Parade" and "What Price Glory," pictures which have been described as super-national-

istic and bursting with the insensate pride of a nation that thought it won the war all by herself. In "Wings," on the other hand, the French and British armies on the western front are given their full share of the credit, and while the interest centers, as is natural, about the A.E.F., the spectator is at no time made to feel that the Americans were fighting alone. This desire to be fair is in evidence throughout, and even leads the directors to insert Russian and Italian officers into secondary scenes. Even the enemy is handsomely dealt by, for Baron Von Richthofen, thinly disguised under the title of Count Von Kellermann, is depicted as a chivalrous, courageous foe who does not hesitate to let his Allied opponents escape when he observes that their machine-guns have jammed and who takes terrific chances to inform them of the death of one of their comrades.

The battle scenes both on land and in the air, are cleverly done and reveal the touch of an expert's hand. The plot is a good one, unmarred by the conventional too happy ending. Clara Bow's effusive acting is held down with an iron hand, so that she succeeds in pleasing more than at any other time in her career, and there is a rich new find in the person of Richard Arlen, of whom we hope to see much more.

THE GREATEST INTERNATIONAL SCENE IN MOTION PICTURES



This scene is the reproduction of the grand foyer of the Folies Bergere Theatre in Paris that was built for one of the important sequences in Paramount's epic of the air, "Wings." It represents, in the picture, the greatest international scene ever filmed, for here you will see soldiers of every one of the Allied nations—Frenchmen, Englishmen, Belgians, Italians, Australians, Americans, Argentinians, Canadians, Portuguese, Brazilians and a great many others.

terion Theatre, New York, for the past seven months.

It is impossible to give here the detailed reviews of the Canadian critics; but this is being done in the special broadside supplement to the press sheet which should reach you mighty soon. In the interim, however, we are giving you a few of the highlights from these reviews.

(The Montreal Daily Star). S. Morgan-Powell said: "It is an epic of fearless young manhood, a paean of tribute to the airmen 'whose wings are folded about them forever'—as a beautiful phrase of dedication says,—and it is also an amazing example of what can be achieved in the air.... The serious part of the picture has no nationality. It is as truly cosmopolitan in its appeal as is a beautiful piece of music or a great song.... It is a great film, because it radiates sincerity and the beauty of friendship and the sanctity of sacrifice. Any film that does that is great—and should be seen by all."

(The Montreal Herald). F. B. E. said: "In the opinion of this not inexperienced reporter, here is the finest of all the war stories which have yet appeared on the screen.... It is easily the best war picture to come out of Hollywood. Moreover, it reveals that the British, French and Germans were present in large and important quantities along the Western front.... 'Wings' does not advance the theory that either the United States or its airmen won the war.... This reporter is guessing that the large percentage of footage granted the activities of Allied arms other than American is due mainly to John Monk Saunders.... 'Wings' should be carefully preserved, for universal revival the next time nations run amok. It is the best peace propaganda this observer has ever looked upon."

"WINGS" is opgeschilderd

"Wings" blijft minstens eens jaar op Broadway. Het groote moeie reclamebord tegen den voorgevel van het Criterion Theatre, zit onder een versch laagje verf en het woord "Wings" prijkt thans in enorme rood-witte letters boven den ingang. Een zeker voorteecken, dat de verstreken speelduur van zeven maanden, wel een jaar zal worden.

"WINGS" ("ALI") RAPPRESENTATA FUORI DEGLI S.U.d'A.

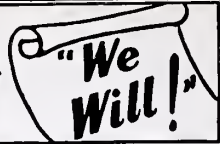
La prima presentazione di "Wings" ("Ali"), il possente dramma dei cieli di Paramount, fatta fuori degli Stati Uniti, ebbe luogo a Montreal (Canada) il giorno di Natale scorso. La cinematografia iniziò una lunga tournée e venne ricevuta dalla critica in modo meraviglioso; i giudizi favorevoli, infatti, sorpassarono quelli della stampa americana. Tutti i resoconti sono stati messi insieme in un supplemento speciale al giornale della stampa del dipartimento estero su "Wings."

"ALAS" FUERA DE ESTADOS UNIDOS

La primera exhibición de "Alas," fuera de Estados Unidos, tuvo lugar en Montreal, Canadá, la noche de Navidad. Esta nueva gran producción de la Paramount alcanzó un rotundo éxito, creyéndose que continuará exhibiéndose en el mismo teatro durante una buena temporada. Los juicios favorables de la crítica sobrepasan en mucho los comentarios que le prodigo la prensa americana. La mayoría de ellos aparecerán en el suplemento especial de "Alas" editado por el "Departamento Extranjero"



THE FOREIGN LEGION PLEDGE



THE FOREIGN PUBLICITY DEPARTMENT REPORTS—

"Code of Honor" is the temporary title of the current Adolphe Menjou picture, now being directed by Lothar Mendes. Nora Lane is leading woman, and William Collier, Jr., is also in the cast.

"The Showdown" is the definite title of the first George Bancroft starring picture. Evelyn Brent, Neil Hamilton, Fred Kohler and Arnold Kent have the leading supporting roles. Victor Schertzinger directed.

"Ladies of the Mob," an actual story of underworld life written by a man now serving a life term in an American prison, will be Clara Bow's next picture. William Wellman will direct.

Arthur Housman, one of the screen's veteran comedians, who has been appearing consistently in Paramount pictures, will have a prominent role in the current Wallace Beery-Raymond Hatton comedy special, "Partners in Crime."

Herman Manckiewicz wrote the titles for the third Emil Jannings Paramount picture, "The Last Command."

Vera Voronina, Russian screen player who supported Sir Harry Lauder in his Paramount release, "Huntingtower," plays the part of a Russian in the fourth Emil Jannings picture, "The Patriot," now being directed by Ernst Lubitsch.

Neil Hamilton will be Esther Ralston's leading man in her next Paramount picture entitled "Something Always Happens."

J. S. Zamecnik, who wrote the musical scores for "Wings" and "Old Ironsides," is writing the score for "Abie's Irish Rose."

Hobart Henley has been signed by Paramount to direct Adolphe Menjou in the star's current picture, "Code of Honor."

Neil Hamilton is another stellar addition to the cast of Emil Jannings' picture, "The Patriot." This comes as a reward for his work in George Bancroft's first stellar picture, "The Showdown."

Richard Arlen will be Clara Bow's leading man in "Ladies of the Mob."

A popular assignment is that of James Hall as leading man for Bebe Daniels in the brunette star's latest, "Hold Everything."

Richard Dix's next picture will be "Easy Come, Easy Go," from a stage play by Owen Davis.

Pola Negri's next picture, as yet untitled, will be directed by Rowland V. Lee, who directed the star in "Barbed Wire" and "The Secret Hour."

Sojin, noted Chinese actor, will have a prominent role in Esther Ralston's thrill-and-action picture, "Something Always Happens."

Ralph Spence, noted title writer, has written the captions for "Tillie's Punctured Romance."

FAMOUS FIGHTERS ANXIOUS TO SEE "WINGS"

AMERICA'S GREATEST ACE, CAPTAIN EDDIE RICKENBACKER, HAS PROMISED TO BE GUEST OF HONOR WHEN PARAMOUNT'S MIGHTY EPIC OF THE AIR OPENS IN DETROIT, SOON.

ANOTHER DISTINGUISHED MILITARY PERSONAGE, GENERAL JOHN J. PERSHING, HAS STATED HIS INTENTION OF VISITING THE CRITERION THEATRE ON THE OCCASION OF HIS FIRST VISIT TO NEW YORK.

THE THREE MOST RECENT ROAD SHOW OPENINGS OF "WINGS" HAVE BEEN IN LOS ANGELES, ST. PAUL AND BALTIMORE. THE PICTURE IS IN ITS TWENTY-SEVENTH WEEK AT THE CRITERION THEATRE, NEW YORK CITY.



FLORENCE VIDOR SIGNS NEW PARAMOUNT CONTRACT

Florence Vidor has signed a new contract with Paramount whereby she will remain with the company for another year and a half.

Miss Vidor's first assignment under the new contract will be the choice role opposite Emil Jannings in his next Paramount venture "The Patriot," to be directed by Ernst Lubitsch. Under the new agreement she will be permitted to take a six-month vacation in Europe beginning in May.

In "The Patriot," Miss Vidor is to be featured in one of the most formidable casts that have ever gathered for a picture. Besides Miss Vidor and Jannings and the master director, Ernst Lubitsch, the cast is to include Lewis Stone, Tullio Carminati, Evelyn Brent, Vera Voronina and Neil Hamilton.

A KNIGHT'S NASTY NIGHT



Introducing Sir Harry Lauder, K. B. E., star of the British production "Huntingtower," in one of the scenes from the picture. Paramount will release "Huntingtower" in almost every country throughout the world.

LA NUEVA OFICINA DE LA PARAMOUNT EN AUSTRALIA

En otra página de este número presentamos algunas fotografías de la nueva oficina de la Paramount en Australia. Este territorio comprende a Australia, Nueva Zelandia y las Islas Holandesas del Este. Conócese con el nombre de "The Blue Ribbon Bunch," siendo Gerente de este territorio Mr. John W. Hicks, Jr., cuyo retrato aparece en la esquina izquierda a la cabeza de la página. Es la oficina Paramount más moderna.

HET NIEUWE HOOFDKANTOOR DER AUSTRALIERS

Elders in dit blad hebben wij een collectie foto's opgenomen van het nieuwe Hoofdkantoor der Paramount agentschappen in Australië, Nieuw Zeeland en Nederlandsch Oost-Indië. Deze zoogenaamde 'Blue Ribbon Bunch' Divisie staat onder leiding van den Heer John W. Hicks Jr., afgebeeld in den linker bovenhoek. Dit Australische kantoor is het nieuwste en meest moderne der geheele Paramount organisatie.

FOI RENOVADO O CARTAZ DE "WINGS"

Uma prova de que o film "Wings," da Paramount, irá ficar no cartaz do Criterion por talvez mais de um anno, e que este acaba de ser pintado de novo, ficando assim preparado para uma temporada de muitos mezes mais.

"SCHLACHTSCHIFF CONSTITUTION"

Dieser grosse, von Kampf und Liebe auf dem Ozean handelnde Film, führt den Titel "Söhne der See" in England, woselbst er eine äusserst erfolgreiche Saison hat. Auch von anderen Teilen der Welt berichtet man, dass dieser Film sehr populär ist.

PUBLICATIES TER VOORLICHTING VAN FILMHUURDERS

Geheel afgescheiden van de uitsluitend voor Paramounters bestemde plaatselijke kantoororganen, hebben verschillende kantoren sedert eenigen tijd Paramount vakliteratuur in omloop gebracht, dienend ter voorlichting van bioscoopexploitanten. O.a. het vermaarde 'Paramount' in Mexico, dat in een der jongste edities in het oog vallende plaatsruimte biedt aan het winnen der Photoplay medaille door 'Beau Geste'. Voorts vermelden wij het zeer doelmatige Fransche: 'Manuel de Publicité et d'Exploitation' met een speciale editie in groot formaat over 'Les Chagrins de Satan' (De Smarten van Satan). Verder het kleurrijke Deutsche blad 'Neues von der Parufamet', waarin de verkoop van reclame artikelen voor Paramount films, met effect naar voren gebracht wordt.

Het zijn allen uitstekende publicaties, waarmee de redacteurs eer inleggen.

"CHANG" AUSSERORDENTLICH GUT AUFGENOMMEN

"Chang," Paramounts packendes Melodrama des Dschungels, erzielte in Deutschland, England, Schweden und Japan einen überragenden Erfolg. Andere Länder werden sich bald diesem Siegeszug anschliessen und hoffen wir, das Ansehen der Auslandsabteilung mit dem Resultat dieses Filmes bedeutend zu fördern und zu festigen. Wir sollten immer daran denken, dass dieser Film, da er in Siam produziert wurde, tatsächlich von der Auslandsabteilung kam, während die Mehrzahl unserer Filme durch die Inlandsabteilung der Auslandsabteilung übermittelt werden. Diese Tatsache sollte uns mehr denn je dazu anspornen, unser äusserstes daran zu setzen, um "Chang" zu einem ausserordentlichen Erfolg zu gestalten.

I VINCITORI DELLE SCRIVANIE

Alla fine i vincitori delle scrivanie del Sig. Zukor, del Sig. Lasky, del Sig. Kent e del Sig. Shauer sono conosciuti. Questi uffici fortunati vengono menzionati altrove in questo numero, ed il Sig. Shauer, estendendo loro le sue congratulazioni, ha tributato uno splendido omaggio a tutti gli uffici, perchè anche quelli fra essi che non vinsero le scrivanie, diedero eccelente prova di sé. E' stato un anno straordinario per il Dipartimento Estero della Paramount, ed il Sig. Shauer ha espresso chiaramente la sua soddisfazione su ciò nella lettera che egli ha fatto pubblicare.



THE FOREIGN LEGION PLEDGE



A MARVELOUS BARRAGE OF "WINGS" REVIEWS

Two pages of a special six-page "Wings" press sheet, printed in newspaper size and issued to the world during the past month, are devoted exclusively to the most outstanding of the newspaper reviews on "Wings." In this spread, the reviews have been reproduced rather than been reprinted; that is to say, the actual newspaper clippings have been shown exactly as they appeared in the paper, rather than excerpts being taken from them and reprinted, with only the desirable portions left in.

This will allow of your knowing exactly the reaction to the picture, and you will readily find that a great deal of this review matter can be turned to wonderful use in your own territory.

Included among it will be found marvelous Canadian reviews on the picture, the first premiere of "Wings" outside the United States having taken place at Montreal on December 26th; also a wonderful review in a German newspaper published in Chicago, and another grand review in an Italian newspaper published in New York.

This broadside of reviews, along with the wealth of other material in this special press sheet, will be invaluable in the compiling of local press sheets throughout the world. The press sheets (as a special notice in them states), are exclusively for office use and are not intended for exhibitor circulation. They have been compiled expressly for the purpose of supplying the material for the upbuilding of the local press sheets, and for illustrating the quantity, quality and calibre of the ad sales material prepared for the picture.

SCHREIBTISCH GEWINNER VERKUENDET

Endlich sind die Gewinner der Schreibtische der Herren Zukor, Lasky, Kent und Shauer bekannt gegeben worden. Die Namen dieser glücklichen Filialen wurden in einem anderen Teil dieser Ausgabe veröffentlicht, und Herr Shauer, welcher die Abteilungen beglückwünschte, überschüttete alle Büros, auch diejenigen, welche keinen Schreibtisch gewannen, mit wohlverdientem Lob, denn sie alle taten ihr Möglichstes in jeder Hinsicht. Es war ein herrliches Jahr für Paramounts Auslandsabteilung, und Herr Shauer drückte seine Befriedigung ob dieser Tatsache in seinem veröffentlichten Schreiben aus.

"OLD IRONSIDES" IN ENGLAND

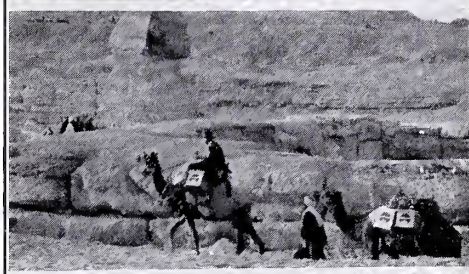
Deze kolossale film over liefde en strijd op zee, gaat in Engeland onder den titel: "Sons of the Sea" en oogst daar veel succes. Uit andere deelen van de wereld ontvangen wij eveneens bewijzen der groote populariteit van deze film.

HERE ARE THE THREE KENNEBECKS

John E. Kennebeck is of course the energetic and resourceful Sales Promotion Manager of the Blue Ribbon Bunch of Australia, New Zealand and the adjacent picturesque points of the Far East. With him here are his wife, and Margaret Frances Kennebeck, a pert and pretty young lady who was born in Sydney, Australia, so recently as June 24th of last year. All three made the trip to U. S. A. in December, and all three are now back with that fine gang of Legionnaires who serve under the direct guidance of John W. Hicks, Jr., Managing Director of the Blue Ribbon Bunch.



WITH OUR PARAMOUNT LEGIONNAIRES IN EGYPT



In its far-flung lands along the mighty Nile, Egypt has not only the civilization of today and the method of living that belonged to the age when the Pyramids were built, but it has ways of living which correspond with both ages. That is to say: its population of 4,000,000 people includes those of the great cities like Cairo, and those who live in tents beyond the fringes of the remorseless Sahara.

Egypt's motion picture entertainment is supplied by only 30 theatres. (Egypt, Syria and Palestine together have only 57). These theatres supply an area equal to about half the size of the United States, and they are of every grade from the film palaces of Cairo, to desert shacks that are a long way removed from even the nickelodeon of yore.

Egyptian releases are a long way behind those of Europe, and consequently a much longer way behind the releases of America. The fans there, however, express a decided preference for outdoor pictures with plenty of action.

Transport of film in many parts of the country is still done in the primitive fashion of twenty

LUBITSCH DIRECTING JANNINGS AND MARVELOUS CAST

Filming of "The Patriot" is already well under way.

"The Patriot" is the fourth of the Emil Jannings starring pictures for Paramount, and its greatness is further emphasized by the fact that it is being directed by Ernst Lubitsch.

In order that every phase of this picture might be in keeping with the pre-eminence signified by these two names, the players in the supporting cast are headed by Florence Vidor, Vera Veronina, Lewis Stone and Tulio Carminati.

CAN YOU BEAT THIS RECORD?

The little town of Cherokee in Iowa (U. S. A.) has what it claims to be the champion fan of the movies. Mrs. Wilhemine Alf, age 85, had, when the report appeared in The New York Times a little more than a month ago, attended the local motion picture theatre for 2,920 nights in succession. Rain or snow or cyclone storm had not succeeded in keeping her away, and it was then the hope of the local picturegoers that they would be privileged to attend her three thousandth screening with her.

The Times thought so highly of the item that they gave Mrs. Alf an editorial all to herself, and they headed it "A Faithful Fan of the Movies."

DE HOOFDREDACTEUR VAN HET PARAMOUNT JOURNAAL IN EUROPA

De Heer Emanuel Cohen, Hoofdredacteur van het Paramount Journaal en Algemeen Directeur der Short Feature afdeling van Paramount, vertoef op het oogenblik in Europa met het doel om in de voornaamste steden bijkantoren te openen van het Paramount Journaal.

THE PRAISE "BARBED WIRE" EVOKED IN YORKSHIRE (ENGLAND)

"Barbed Wire" is one of those few films which are fine entertainment and yet carry great messages without detriment to either but to the mutual benefit of both. A gripping story." (That was in the Yorkshire Evening News.) And in the Yorkshire Evening Post this appeared: "'Barbed Wire' contains the human touch to a greater degree than the majority of war films." While the Leeds Mercury said this: "There will always be an eager demand to see a film like this."

"LA FRAGATA INVICTA" EN INGLATERRA

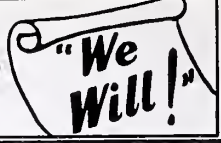
Este gran poema de amor y de lucha que en idioma español se conoce con el título de "La fragata invicta," en Inglaterra ha sido bautizado con el sugestivo título de "Los hijos del mar." El triunfo que ha obtenido en dicho país no tiene precedente. En otras naciones europeas también ha merecido nutridos aplausos y muy efectivos éxitos de taquilla.

centuries ago. Our illustrations depict a shipment of films, destined for a point many hundreds of miles from Cairo, being carried by camel train past the Pyramids and the Sphinx. There are very few railways in Egypt, and the deserts have no roads, so the camel is still the reliant, sturdy beast he has been for thousands of years.

The group of people shown above represents the staff of the Paramount Exchange in Cairo. Mr. G. Dumarteau, seated in the center, is manager for the territory, which includes Egypt, Syria and Palestine.



THE FOREIGN LEGION PLEDGE



SEVEN REASONS WHY

"TILLIE'S PUNCTURED ROMANCE" SHOULD BE A "BIG MONEY" PICTURE

Pat Dowling, publicity director in charge of sales of Christie Comedies at the Paramount-Christie Studio, has broadcast the following 7 vital reasons why "Tillie's Punctured Romance" should even eclipse the other great feature-length comedies of the past:

1. It has measured up to expectations as comedy entertainment. Its war is a real "Charge of the Laugh Brigade."
2. Sutherland has become a great box-office director, with such outstanding entertainment already to his credit as "Behind the Front" and "We're in the Navy Now."
3. Public Curiosity—Thousands of columns have already been printed in newspapers because of widespread fan interest in what Christie is going to do with this historic and famous title, now filmed as a 1928 Model Epi-Comic.
4. Production values—The unique angle of taking a whole circus to war, has been developed in a big way. The circus is the most complete ever filmed, and the war is a slam-bang whale of a war.
5. Christie's first big one for Paramount. Exhibitors, remembering Al Christie's "Charley's Aunt" realize the fact that his first big one for Paramount will be an outstanding attraction.
6. Stars—Fields reaches heights of artistic comedy; Chester Conklin is better than ever; Louise Fazenda has the best part of her long career to date and does 100% with it; great support also in Mack Swain, Doris Hill, Babe London, Tom Kennedy, Grant Withers, Kalla Pasha, and others.
7. Short exhibition length. Smart showmen know that a great picture doesn't have to be ten or twelve reels long these days to be a Special. Grandma's Boy, The Freshman, Behind the Front, We're in the Navy, and other smashing comedy successes were all six reel pictures or less. "Tillie" will be released in under 6,000 feet. This means money to the box office, because a, catchy attraction—in reasonably short length—can play many shows a day. Rapid turnover should mean much extra box-office business.

AANKONDIGING VAN DE WINNERS DER SCHRIJFTAFELS

Eindelijk weten we, wie de lessenaars, uit-geloofd door de Heeren Zukor, Lasky, Kent en Shauer, hebben gewonnen. De kantoren, die zich in het gelukkig bezit van een dier schrijftafels zullen mogen verheugen, zijn elders in deze editie aangekondigd en hoewel de Heer Shauer deze agentschappen van Paramount natuurlijk in het bijzonder feliciteert, is hij vol lof over de reusachtige inspanning en de resultaten der overige kantoren. 1927 was in alle opzichten een succesjaar voor de buitenlandse afdeling van Paramount en de Heer Shauer betuigt zijn erkentelijkheid voor deze prestatie in een brief, dien hij heeft laten publiceren.

SONG TIE UP FOR "SPEEDY"

With the release of Harold Lloyd's new comedy production, "Speedy" by Paramount, exhibitors will be offered a song tieup with the Lloyd picture as a part of their exploitation campaign. Coincident with the release of the picture, Robbins and Company, who maintain an international reputation as publishers in the music world, are publishing a song based on the story of "Speedy" and the character portrayed by Lloyd. The song will be entitled "Speedy."



Fodo um homem ser nativo
Das terras da Groenlandia,
Tor visto o sol lá na Islandia,
Na remota Cochinchina,
Ou na Tunisia ou na China,
Quando se apresenta Haroldo,
O Grande Rei da Pimenta,
Tão noabara cara ha sôria,
Hom de aparência mofina!
Tanto faz: Indio ou Latino,
Pelto Vermelha ou Japonô,
Filho da Luz ou do Sol,
Surdo,cego, coxo ou mudo,
Coronado ou Botocudo,
Toute,Saxão ou Negroido,
Quando chega Harold Lloyd
Descamba no riso tudo !

E quem ficar sério ainda
E á rizada não endor,
Apronto as malas depressa
E mudo fazer a oga
Quo é á hora do horror !

Herewith we are happy to reproduce a full page from a recent issue of that snappy sparkler from South America—"Ca de Casa," and to show you how, in the opinion of the Brazilian Legionnaires, Harold Lloyd is both famous and popular the world over. Even if you cannot read Portuguese, you can at least read this much from the type below the cartoon.

FRASER MAKES IMPORTANT ANNOUNCEMENT BEFORE LEAVING FOR HOLLYWOOD



W. R. Fraser

William R. Fraser, general manager of the Harold Lloyd Corporation, which releases its product through Paramount, entrained for Hollywood after spending four weeks in New York conferring with Paramount officials regarding distribution details for "Speedy," Harold Lloyd's newest starring picture which Paramount will distribute.

"Harold Lloyd establishes a precedent in his production policy this season," declared Mr. Fraser, "in that he will take but a two weeks vacation before starting work on his next Paramount feature comedy, which he intends to have ready for release this year.

"This new policy was determined by the numberless requests of exhibitors received by Mr. Lloyd that he appear on their screens oftener than in the past. It has not been Mr. Lloyd's policy to rush production on his feature comedies and the announcement that he is to immediately start work on his next vehicle does not imply anything but that the same care in production and attention to detail will be evident in the new picture as has been noticeable in all previous Lloyd comedies."

Mr. Fraser's announcement is a follow-up of Lloyd's recent declaration to the effect that, in the future, he would make two pictures each year.



These are the posters that are going to broadcast Harold Lloyd's new picture from one end of the world to the other. Two one-sheets, two three-sheets, a six-sheet, two twenty-four-sheets and a window card—and a Million Mirth-filled Moments are plastered all over all of them.



THE FOREIGN LEGION PLEDGE



PARAMOUNT PRESENTS MAN AND WOMAN TEAM IN "THE WOLF SONG." GARY COOPER AND FAY WRAY ARE FEATURED PLAYERS



Paramount, for the first time since Gloria Swanson and Rudolph Valentino in "Beyond the Rocks," is to launch a romantic team; a man and woman combination that will be featured in a series of stories with love as the predominant note.

Introducing Gary Cooper and Fay Wray; the former a player of Zane Grey roles, the latter Erich von Stroheim's Hollywood high school discovery who is practically unknown to theatre audiences, because none of her big pictures has yet been released.

Fay Wray and Gary Cooper played their way to a plane with Ronald Coleman and Vilma Banky and John Gilbert and Greta Garbo in "The Legion of the Condemned," William Wellman's companion picture to his sensational "Wings."

Such fine romantic roles did these two comparatively new players create in the "Wings" companion picture that B. P. Schulberg has announced his plans for them. Their next picture together will be "The Wolf Song."

Cooper has just completed the lead opposite Florence Vidor in "Doomsday." Before that he played the lead in "Beau Sabreur." Miss Wray's work, other than in "The Wedding March" and "The Legion of the Condemned," was the lead in support of Emil Jannings in "The Street of Sin."

WINNING WITH "WINGS"

"WINGS" opened as a road show attraction at the Biltmore Theatre, Los Angeles, on January 15th. A particular and significant feature of the opening was that not a single invitation ticket was sent to a star—and yet there were at least one hundred stars of first magnitude in the audience, as well as at least five hundred featured players. This shows how highly the members of the industry rate "Wings."

"WINGS" completed its 300th screening at the Criterion Theatre, New York City, on Monday, January 9th. The mighty sign on the exterior of the theatre has just been entirely repainted, after having served for almost six months. Figure it out for yourself!

"WINGS" is still running to marvelous business in Philadelphia and Boston. The season in Chicago made history, in that "Wings" is the first picture of Road Show rating ever to play Chicago at a profit.

PARAMOUNT SCORES 6 OUT OF 10 IN "NEW YORK TIMES" APPRAISAL OF YEAR'S BEST PICTURES

Great praise was paid the merit of the Paramount product by "The New York Times" in its issue of January 1st, 1928, wherein was reviewed the entire motion picture year of 1927, and from it extracted what the very able critic of that estimable paper considers to be the Ten Best Pictures of the Year. This summing up by the critic (Mordaunt Hall), was no simple list of ten pictures, but was an actual analysis of all of the excellent pictures of the year, and a statement as to why this one was included with the ten, and that one was not.

Our particular cause for happiness comes from the fact that of the ten pictures, six were Paramount Pictures.

These six were:

- THE WAY OF ALL FLESH
- CHANG
- SERVICE FOR LADIES
- STARK LOVE
- UNDERWORLD
- WINGS

Only three other companies participated in the remaining quatrain, the pictures of which were "Quality Street," "Sunrise," "Seventh Heaven" and "The King of

Kings."

It is interesting to note that only two of these six pictures are "Star" pictures, the other four being built on themes rather than stars.

But of course the principal point is that you give this "Six out of Ten" fact the widest possible publicity; and know, too, that it is but a moderate reflection of the still more potent greatness that is going to characterize Paramount's world progress during 1928.

Among other selections are those of Frederick James Smith, photoplay editor of Liberty Magazine. He lists his Twelve Best Pictures of 1927, and of them, six are Paramount Pictures. These six are "Underworld," "Chang," "Wings," "Stark Love," "Old Ironsides" and "The Rough Riders."

Louella Parsons, motion picture editor of Universal press service, selected her Twelve Best Pictures, five of which were Paramount. These five were "Chang," "The Way of All Flesh," "Underworld," "Senorita," and "Barbed Wire." (Note: Miss Parsons confined her selections to pictures that have been given general release, purposely ignoring "Wings," "Old Ironsides," "The King of Kings" and "The Rough Riders," which are now showing only in the key cities. These pictures will be eligible for rating with the Twelve Best Pictures of 1928.)

NUOVO UFFICIO CENTRALE IN AUSTRALIA

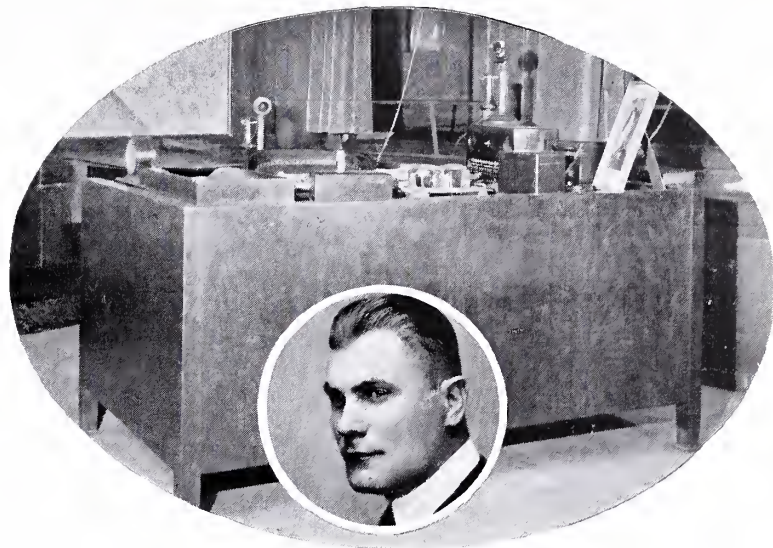
La notevole esposizione di fotografie in un'altra pagina riproduce il nuovo Ufficio Centrale della Succursale Paramount per l'Australia, la Nuova Zelanda e le Indie Orientali Olandesi. Questi Divisione è conosciuta come "The Blue Ribbon Bunch," ed il suo capo, Direttore Amministrativo John W. Hicks, Jr., appare nella prima veduta in cima all'angolo sinistro della pagina. Questo ufficio australiano è l'ufficio più recente e più moderno della intera organizzazione Paramount.

WHEN IN ROME—KODAK AS YOU GO!



Here are four glimpses of the Foreign Legion Leader's intensive tour of Europe, Egypt, Esthonia and Etcetera. They show Mr. Shauer with Mrs. Shauer (in three of the scenes), Melville A. Shauer, David Souhami and Americo Aboaf on the actual spot in the Colosseum of Rome where the Romans used to have chariot races long before motion picture directors conceived the idea of planting cameras in the ground so horses could gallop over them. The snaps were taken one sunny day in December, when the voyagers were en route to Egypt, and for purposes of identification, Mr. Aboaf is at the right of the top scene, and Mr. Souhami at the left. These two Legionnaires did not go to Egypt; they had a job of work to do getting the Rome office ready to receive Mr. Zukor's Desk.

Winners



THE DESK THAT WILL STAY IN BUENOS AIRES
(And its guardian)

THE FIGURES AT THE END OF THE DRIVE

Standings at 12 p. m., December 31, 1927

Division 11.....	ITALY	133.28
Division 10.....	ARGENTINA	115.89
	(Argentina, Uruguay, Paraguay)	
Division 15.....	SPAIN	112.20
	(Spain, Portugal)	
Division 3.....	FRANCE	110.51
	(France, Belgium, Switzerland, Egypt, Tunis, Algeria, Morocco)	
Division 7.....	JAPAN	107.80
Division 8.....	MEXICO—PANAMA	104.18
	(Mexico, Panama, Guatemala, Venezuela, Colombia, Jamaica)	
Division 14.....	HOLLAND	101.84
Division 12.....	CHILE	96.12
	(Chile, Peru, Bolivia)	
Division 1.....	GREAT BRITAIN	89.11
	(England, Scotland, Ireland, Wales)	
Division 2.....	AUSTRALIA	88.25
	(Australia, New Zealand, Java, Straits Settlements)	
Division 6.....	SCANDINAVIA	85.18
	(Sweden, Norway, Denmark)	
Division 16.....	CUBA	78.31
	(Cuba, Porto Rico)	
Division 9.....	CENTRAL EUROPE.....	74.30
	(Austria, Hungary, Czecho-Slovakia, Finland, Jugo-Slavia, Roumania, Turkey, Greece, Poland)	
Division 4.....	BRAZIL	73.92
Division 5.....	GERMANY	58.65

Remain for Posterity



THE DESK THAT WILL STAY IN PARIS
(And its guardian)



THE FOREIGN LEGION PLEDGE



A SUGGESTION ABOUT THE PARAMOUNT TRADE MARK— AND AN ANSWER

In the issue of last month this illustration of a Mexican City advertisement for "Beau Geste" was carried, but no mention was made at the time regarding the altered trade mark which is part of it. You will see upon looking at this advertisement that a reproduction of the Paramount Building has taken the place of the mountain, and that the word "Pictures" has been left off. Further to this matter we quote the following extract of a letter from Clarence C. Margon, general manager in charge of Mexico and Central America: "You will notice that, instead of using the Paramount Trade Mark, we have taken the liberty of slightly changing it by substituting the Paramount Building for the volcano. All of the Company's advertising has placed so much stress upon the new building that we take the liberty of suggesting a change in the Trade Mark as per the enclosed sample, because we feel that, whereas the volcano means nothing, the building is emblematical of Paramount strength, majesty and superiority. We hope that there will be no misinterpretation of this suggestion as the thoughts which promote it are constructive."



We agree perfectly with Mr. Margon that the thoughts are constructive, and we both compliment him and thank him for the suggestion. But at the same time we do not agree with him. In the first place, the Paramount Trade Mark as it stands today represents an investment of 15 years in time, and of at least Twenty Million Dollars in mere advertising space.



Clarence Margon

Added to this must go the countless millions of dollars in value gained through the appearance of the trade mark on posters, on the

screen and in advertisements. There has also been the investment of time and patient argument which has made the Paramount Trade Mark so much a part of the lives of every true Paramouteer.

Practically all of this would go into the discard with the adoption of a changed Trade Mark. To change the emblem would be to change the frame of mind of everyone connected with it, and it would not be a change for the better.

The mountain in the Trade Mark is not a volcano. It is symbolical of the highest point on this globe to which man can aspire. It is something far and away above the buildings of mere man, something we can always see, and something which can lead us ever upward. We are of course all terrifically proud of our Paramount Building. It is the heart and the soul of our organization; but we are a growing organization. If we were to stop and say that the Paramount Building as it stands today represents the zenith of our organization's ambition, we should speedily come to a standstill, and then start a graceless slide backwards.

But we don't say that. Our organization hasn't reached its zenith yet. We're going on and on and on. Who can say what the Paramount Building of 50 years hence will be! We know at all events that it will be a more mighty emblem of success than the Paramount Building of today represents.

And if we are to throw away today the emblem which has played so tremendous a part in our success, and take in its place a new emblem which represents only the success of today—where shall we be for an emblem which will most adequately represent that newer and greater success which is coming to us with the revealing of the future?

No, Mr. Margon, admirable as your suggestion is, we think that you will see that it cannot be classed as practical. When a great organization builds to success on the merit of an emblem, it continues to use that emblem on and on through the ages. Just turn over in your mind the trade marks that have been consistently used through twenty, thirty, forty and fifty years—and you'll see that this is true. Certainly some of the owners of those trade marks will regret that their emblems have become a little old-fashioned, and out-of-date looking.

But that's just where we are so fortunate. You see, we had the man at the helm of our organization who was able to look away ahead in the future, and he devised an emblem that will never be old-fashioned, and which will always be an inspiration for us all.

"CHANG" PROCEDE MERAVIGLIOSAMENTE BENE

Il possente melodrama della jungla "Chang," della Paramount, sta incontrando strepitoso successo in Inghilterra, in Germania, nella

QUELLE AVVERTENZE SUGLI "INCENDI!"

Vogliate cortesemente cercare di sempre conformarvi alle avvertenze sulla Prevenzione Incendi che vennero pubblicate nell'ultimo numero. Il fuoco è il massimo ed il mortale nemico vostro e dovrete prendere tutte le precauzioni possibili per prevenirlo. E chiaro che, mettendo tutta la vostra energia a Prevenire Incendi, adempierete— non soltanto un dovere verso la vostra compagnia, ma adempierete anche un dovere verso voi stessi.

Svezia e nel Giappone. Altre nazioni stanno per seguire l'esempio, col risultato che speriamo di avanzare considerevolmente il prestigio del Dipartimento Estero con questa cinematografia. Dovremmo sempre tener presente che questa cinematografia, essendo stata prodotta nel Siam, venne infatti dal Dipartimento Estero, mentre che la maggioranza delle cinematografie raggiunge il Dipartimento Estero dal Dipartimento Interno. Questo dovrebbe persuaderci più che mai a fare tutto il possibile per rendere "Chang" uno spettacoloso successo.

"BEAU SABREUR" E' UM GRANDE SUCCESSO

O film sequencia de "Beau Geste," isto é, "Beau Sabreur," está correndo pela tela do cinema Rivoli, na Broadway, e tudo nos leva a crer que o seu successo vae ser tão grande ou maior do que o do proprio "Beau Geste." Em Nova York foi o film recebido com elogios.

WRITE YOUR OWN HEADING HERE!

But first of all permit us to tell you that the thimbleful of brainy femininity is none other than Anita Loos, the satirical writer of "Gentlemen Prefer Blondes," while the fellow who towers up over the six-foot mark is Malcolm St. Clair, the sharp-witted sophisticate who transferred the book to the screen for Paramount. Both have done good jobs. Anita made her book read all over the world, and Malcolm has made a motion picture version that will be enjoyed immensely all over the world by an audience at least twenty times the size of that of the book.



SE HA VUELTO A PINTAR EL ANUNCIO DE "ALAS"

El hecho de que se haya vuelto a pintar el anuncio de "Alas" es indicio seguro de que continuará esta película en Broadway hasta completar el año. En la actualidad está en el séptimo mes de llenos completos.

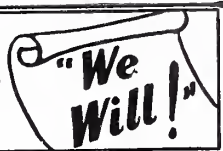
HERE'S PULCHRITUDE APLENTY



The young lady who has here agreed to not only face the "still" camera, but also the battery of motion picture cameras of the Christie Film Company, is none other than Miss Helen Cox. She is to be a regular attraction in Paramount - Christie Comedies, and she is one of the mighty good reasons for the truth in the slogan of "Sell Short Features First." At the same time, however, we are moved to mention the fact that Miss Cox is not the sole attraction in Paramount - Christie Comedies, for there are many other fair young ladies of prepossessingness, pulchritude, pertness and prettiness in these genuine mirthmakers. But, be that fact as it may—here's a rather definite tip to go out and give Paramount - Christie Comedies the widest circulation possible.

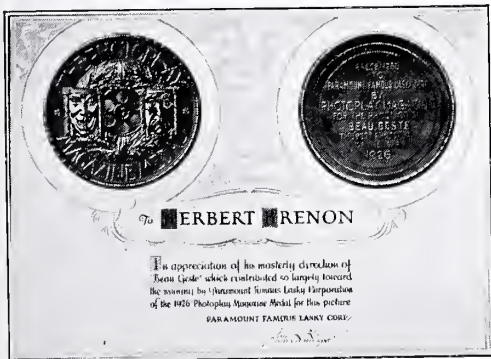


THE FOREIGN LEGION PLEDGE



Paramount News From the Earth's Four Corners

FOR A TRULY GREAT PICTURE



HERBERT BRENON

This appreciation of his masterly direction of "Beau Geste" which has been distributed so largely throughout the country by the Paramount Famous Lasky Corporation of the 1920 Photoplay Magazine Medal for this picture. PARAMOUNT FAMOUS LASKY CORP.

PARAMOUNT'S TRIBUTE. This is a reproduction of a splendid illuminated testimonial presented to Herbert Brenon, director of "Beau Geste," by Jesse L. Lasky, on behalf of Paramount Famous Lasky Corporation. The original testimonial measured about 30 inches by 24, and was the work of Vincent Trotta's Art Department, having been executed by Charles Strobel.

GERMAN PAPER ALSO PICKS ELEVEN BEST FILMS OF 1927

Choosing from all the films shown in Germany during 1927, "Der Deutsche" of Berlin chooses the Eleven Best Films of the year. It is noteworthy that of this number, five are Paramount Pictures, four of which were produced in America and one in Germany. The five are, in the order of their selection, "Hotel Imperial," "Metropolis," "Chang," "The Way of All Flesh" and "Beau Geste."

PARAMOUNT NEWS PRINTS PRESENTED TO KING ALPHONSO

Paramount News pictures of His Most Catholic Majesty, King Alphonso of Spain, taken when the Spanish ruler visited Morocco, were recently presented to him by Emanuel Cohen, Paramount News Editor and Director of Paramount Short Feature Department.

So great a success do we think the Emil Jannings picture will be that we can only think: "The Last Command" Will be First in Demand."

"CHANG" CONTINUA BATIENDO "RECORDS"

Según noticias recibidas de Inglaterra, Suiza, Alemania y Japón, "Chang," la grandiosa película de la selva, continúa batiendo records. En otros países también ha sido recibida con general aplauso, creyéndose que será la obra que dé más prestigio al Departamento Extranjero. No hay que olvidar que, el ser filmada esta película en Siam, la Paramount se lo debe al Departamento Extranjero, mientras que la mayoría de las producciones llegan al Departamento Extranjero procedentes del departamento de producción nacional. Esto debe hacernos redoblar el esfuerzo para hacer que "Chang" siga alcanzando los triunfos tan merecidos con que hasta ahora ha batido todos los records.

WHEN "THE NEW YORKER" (OF NEW YORK) SAYS THIS...

Vide the Paris letter in the December 24th issue of New York's celebrated and sophisticated weekly:

...As combined social and theatrical news must be noted the incredibly smart Franco-American gala opening of the new two-million-dollar Paramount on the site of the old Vaudeville on whose historic boards Sardou's thrillers were first produced and where Rejane had her great successes, still recalled by a gracious plaque in the opulent foyer of the new cinema palace. Over the nineteen hundred pink plush seats and modernistic halls, the New York touch, thanks to Mr. Al Kaufman, predominates. Free *cabines de telephone*, free *cabines de toilette*, untippable bi-lingual boy ushers, military in rig but as civil of soul as boudoir chairs; rising and falling orchestra, luxurious aisles, luxurious seats, perfect vision (for "Chang"), perfect ventilation for smoking and top night price thirty francs, are among the items which, if they gratified the American colony, both gratified and astounded the French.

EXCELLENT EXTERIOR DISPLAY



This Atlantic Theatre, in Charlottenburg, Berlin, though a house of only 420 seats, thought so highly of "Chang" that the extensive and highly effective exterior display here shown was built. The house reported great success as a result thereof.

"WINGS" PLAKAT UEBERGEMALEN

Eines der sichersten Anzeichen dafür, dass "Wings" noch länger als ein Jahr am Broadway, New York, laufen wird, geht aus der Nachricht hervor, dass das Plakat, welches diesem Film sieben volle Monate diente, soeben übergemalen wurde.

PLENTY OF WORTH IN THIS STUNT FROM PERTH



Away out in Perth, the capital of Western Australia, they have as live a bunch of exploitation brains as can be gathered in any part of the globe. And in this picture we ask you to bear witness to our contention. This was one of several Paramount floats in a great Movie parade, all for "Firemen, Save My Child"—and all of them strikingly effective. Let's be sure that the good work continues!

GETTING THE REAL ATMOSPHERE



Observe here the true exploitation spirit of the Legionnaires of Spain, who secured real camels, real costumes and everything else real for the forceful announcing of "Beau Geste" in Barcelona. The colorful background, of course is provided by the Head Office of the Matador Division. And just one more matter—did the Matadors overlook the Paramount Trade Mark? Did they? You bet your sweet life they did not!

"WINGS" ALREADY FAMOUS IN DENMARK

The news item given below was taken from a recent issue of the "Biograf-Bladet" of Copenhagen, and it makes perfectly understandable the fact that all Denmark is decidedly eager to see "Wings."

Filmssaesonens Sensation i New York er den store Paramount Film "Wings," som forelobig har vaeret opfort 150 Gange paa "Criterion" Teatret. Dette Teater kan, naar det er udsolgt, tage 15,700 Dollars ind om Ugen, men i de første 10 Uger, "Wings" har staaet paa Programmet, har den egentlige Indtaegten vaeret 16,300 Dollars. Differencen var Indtaegten af ekstraordinaere Staaplads. Men "Wings" er heller ikke nogen almindelig Film. Den er et Luftens Drama saa maegtigt i sine Dimensioner, saa overvaeldende i sin Realisme og ejendommeligt i hele sin Art, at den ikke kan sammenstilles med nogen tidligere optaget Film. Den fortæller Krigens Historie saaledes, som Flyverne, disse de mest udsatte af alle det blodige Skuespils Deltagere, oplevede den, dens Skuespillere er Flyvere—for en stor Del Folk, som virkelig havde oplevet de Tildragelser, de gengiver i Filmen—og dens Forfatter, Instruktør og Fotograf var alle dristige og erfarne Flyvere, som tilfulde har forstaaet at udnytte hele den Spaending, Sensation og Interesse, som Luftens Element frembyder.

NATIONAL BOARD OF REVIEW LISTS 1927's BEST PICTURES

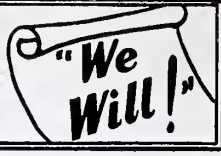
The American National Board of Review, whose endorsement appears on the main title of every feature picture released by the United States for general exhibition, has selected "The 40 Best Pictures of 1927." Of this number, eleven are Paramount Pictures, this number easily topping the next best of any other producer. The eleven Paramount Pictures are as follows:

"Chang," "Metropolis," "The Potters," "The Rough Riders," "Service for Ladies," "Soft Cushions," "Stark Love," "Underworld," "Wings," "The Way of All Flesh" and "The Woman on Trial."

The special "Wings" Press Book will help you realize the greatness of this epic of the air.



THE FOREIGN LEGION PLEDGE



"SONS OF THE SEA" ("OLD IRONSIDES") GAINED GREAT PRESS PRAISE IN GREAT BRITAIN

In a special red, yellow and blue supplement to Great Britain's celebrated exhibitor magazine, "Service," Publicity Director Fred Martin has included some of the finest of the many great chapters of praise which the Paramount sea picture, "Old Ironsides" provoked in the British press.


Everybody's Weekly said: "Most impressive are the battle scenes which are as convincing as they are exciting." The Yorkshire Post said: "The photography, whether of ships in full sail, life on board showing sailors true

to type, or a series of exciting incidents, is extraordinarily good, and the story maintains keen interest." The Manchester Evening Chronicle went into extensive and expressive detail, saying: "There are dramatic incidents in 'Sons of the Sea' which compare with 'Les Miserables'; there are humorous incidents which remind one of 'Behind the Front' or 'We're in the Navy Now,' and there is a richness in the acting which vividly recalls such an outstanding success as 'Way Down East.' All three are in one and the result can be visualised. The sequel, given to sea fights and rescues, is as realistically thrilling as anything I have ever seen on the screen. The drama is rich, the comedy is side-splitting at times, and the acting and photography are in keeping with the remainder.... In 'Sons of the Sea' we have the real thing."

"TILLIE'S PUNCTURED ROMANCE" COMPLETED, NOW IN HANDS OF EDITORS AND TITLE WRITERS

"Tillie's Punctured Romance," Al Christie's new version of the famous comedy in which Charles Chaplin and Marie Dressler first appeared, has been completed as far as filming is concerned, and is now in the hands of the title writers and film cutters.

This production has a cast of stars and featured players including W. C. Fields, Chester Conklin, Louise Fazenda, Mack Swain, Doris Hill, Tom Kennedy and Babe London.



PARAMOUNT UNDER THE SKIN
By Cecil E. House
(Dallas, U.S.A., Salesman)

NOTE.—This story appeared in a recent issue of "The Hundred Percenter," that excellent pop demonstrator of the Domestic Department which is so cleverly edited by Leon J. Bamberger. So good do we believe the article to be, however, and so correct is the writer in his appreciation of the Paramount Trade Mark, that we have deemed it advisable to bring the article to your notice.

From the rush of emotions that crowd my mind for expression on "Paramount," it is difficult to set down thoughts that can come near reflecting my conception of the subject.

Certainly, this is an inspired organization, and such inspiration could only spring from the one great scheme of service to humanity which must be the foundation purpose of Paramount. As fast as we grow in numbers and capabilities, our field for accomplishment expands even faster, and what Paramounteer does not thrill to this urging call of duty and increased opportunity for reward?

My congratulations to the Production Department. They have delivered double the quality promised at our convention. This is especially proven to me when the exhibitor seems doubly eager for our product. We, as salesmen, must accept the challenge to do our best, in securing double distribution at the right prices. It is our job to translate this greater meaning of our trade-mark into a like increase in revenue.

My automobile bears the famous trade-mark of our company, and it becomes a greater personal influence to me each day. It is an emblem of faith; of truth; of solid character; of duty recognized; of trust acknowledged; of super-service. It is the insignia of courage and accomplishment. Like a royal crest, it represents the best in "manpower." But often, when I may feel somehow unworthy of my trust, I can remember that it also stands for hope and progress, and the spirit of "do or die."

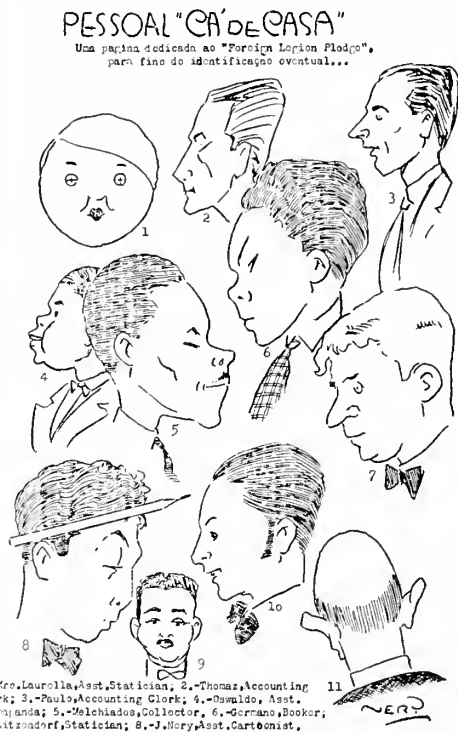
So, I think every man can enrich his very soul in such inspiration. He can perfect his reflection of the Paramount trade-mark, to do which is to reap the paramount reward of becoming a true Paramounteer!

LA PARAMOUNT TIENE NUMEROSOS ORGANOS DE PUBLICIDAD

Casi todos los correos nos traen ejemplares de los órganos de publicidad, editados por las oficinas de la Paramount en las distintas naciones del mundo. Un día es "El Matador," de España, "Ca de Casa," de Brasil; tal vez "Paramount," de Italia, o "The Whole Show," de Australia. Al día siguiente llega "Our Answer" o "Full Steam Ahead," de Berlín. Esto quiere decir que en el correo del día siguiente tendremos "La Paramount Française," de Francia, o "Adelante Décima," de Argentina. Es un placer ver las páginas repletas de inteligentes sugerencias y sano entusiasmo de cada una de estas publicaciones, y esperamos que se vaya extendiendo cada vez más la idea del "órgano de publicidad."

CARICATURES IN "CA DE CASA"

We have here taken the liberty of reproducing an entire page from Brasil's mighty fine house organ, "Ca de Casa." The personalities thus reproduced are identified in the typewrit-



1.-Mrs. Laurell, Asst. Stationer; 2.-Thomas, Accounting Clerk; 3.-Paulo, Accounting Clerk; 4.-Dumido, Asst. Procurador; 5.-Melchiodo, Collector; 6.-Germano, Bookor; 7.-Estevão, Stationer; 8.-J. J. Berry, Asst. Cartomist; 9.-Bertorio, Cashier; 10.-Lollis, Asst. Publicity; 11.-Vasco, Publicity Agr.

ten wording which was on the page itself. All of these personalities are destined to play big parts in the irresistible success of the Brazilian Division during the current year, both through their general work, and through their efforts in the pages of "Ca de Casa."



IN BERLIN. A rather spectacular night view of the Ufa Palast-Am-Zoo Theatre of Berlin, showing the exterior exploitation used for the Harold Lloyd Paramount Release, "For Heaven's Sake." At the right of the picture, is a cut-out figure of Harold Lloyd on a revolving crescent moon, an effect that was novel, ingenious and, above all else, highly effective in aiding the success of the picture.

"OLD IRONSIDES" ("VECCHI FIANCHI DI FERRO") IN INGHILTERRA

Questa grande cinematografia di amore e di battaglia sull'oceano porta il titolo "Sons of the Sea" ("Figli del Mare") in Inghilterra, dove sta avendo una stagione di strepitoso successo. Anche da altre parti del mondo riceviamo notizie che la cinematografia ha incontrato straordinario favore da parte del pubblico.

CAUTELLA CONTRA OS INCENDIOS!

Chamamos a atenção de todos que nos lêem para que tomem toda a precaução possível contra o perigo dos incendios. O sinistro pelo fogo é o mais insidioso e destruíder que conhecemos, principalmente onde haja deposito de films e outras materias inflamáveis. Para o evitar todo o cuidado será pouco!

NEUES AUSTRALISCHES HAUPTBUREAU

Eine ganze Anzahl Photographien auf einer anderen Seite beschreiben uns die neue Zentrale der australischen, neuseeländischen und holländisch-ost-indischen Paramountfiliale. Diese Division ist als "Blauband Bund" bekannt, und ihr Führer, der leitende Direktor John W. Hicks, jr., ist in der oberen linken Ecke (also der ersten Ansicht) der betreffenden Seite zu sehen. Dieses australische Büro ist das neueste und modernste Büro der ganzen Paramount Organisation.

O "CA' DE CASA" MANTEM O SEU MAGNIFICO TRABALHO DE PUBLICIDADE

Mais uma vez tivemos o gosto de receber o órgão mimeographico "Cá de Casa," devido á penna do nosso confrade Sr. Vasco Abreu, chefe da secção de publicidade e annuncio da Paramount no Rio de Janeiro. Grandes apreciadores que somos do pequeno órgão brasileiro, publicamos nesta edição do "Pledge" duas paginas tomadas ao folhudo texto do "Cá de Casa."

O sympathico e intelligente órgão brasileiro é um dos melhores vehiculos de propaganda interna da organização Paramount e grande serviço presta aos legionarios que operam sob as ordens do seu competente chefe Mr. John L. Day Jr. Fazemos votos para que o "Cá de Casa" não nos deixe de visitar pelo vapor de cada fim de mez.



THE FOREIGN LEGION PLEDGE



Past Owners of the Desks Thank the New Owners

PARAMOUNT FAMOUS LASKY CORPORATION
 Paramount Pictures
 TIMES SQUARE NEW YORK
 CHICKERING FORD CARLE ADOLPH ZUKOR

January 21st, 1928.

OFFICE OF ADOLPH ZUKOR
 PRESIDENT

Mr. David Soubani, and the Personnel
 of the Italian Offices,
 S.A.I. Films Paramount,
 Roma, Italy.

My dear Legionnaires:

Your year-long efforts, which gave you an early lead in your Legion's grand race and enabled you to keep that lead, have brought you to final victory. This has made me tremendously proud of the Italian Organization; and happy also in the knowledge that the Desk, whose memories and associations I so deeply cherish, is going to find a permanent home on the shores of the "fiber" in the heart of the Eternal City.

Because the entire world-wide organization of Paramount is so dear to me, I have kept an unflagging interest in the progress of the 1927 Sales Drive which Mr. Shauer so splendidly inspired. I have witnessed the ups and the downs of the many divisions and read in these movements the achievements and disappointments of the Paramounters the world over. But always, steadfastly in the lead, has been the Italian Division — as solid as the Colosseum, and as indestructible and inexhaustible as a regiment of Bersaglieri.

I gladly give you my Desk, and with it my most cordial congratulations. I give you also the expression of my belief that you will all do even better during this year of 1928 than you did during last year. I shall be following your efforts and achievements with an interest so complete as to be hardly translatable into words.

My best wishes to you all for Good Health, Long Life, and Happiness.

Very truly yours,
Adolph Zukor

PARAMOUNT FAMOUS LASKY CORPORATION
 Paramount Pictures
 TIMES SQUARE NEW YORK
 CHICKERING FORD CARLE ADOLPH ZUKOR

January 21st, 1928.

OFFICE OF JESSE L. LASKY
 FIRST VICE PRESIDENT

Mr. Frederick V. Lange, and the
 Personnel of the Argentina Division,
 Paramount Films, S.A.,
 Buenos Aires, Argentine.

My dear Legionnaires:

Though I have a tremendous regard for the entire Foreign Legion of Paramount, and a profound admiration for the Legion's extreme sentimental attachment for that part of the world which embraces Argentina, Paraguay and Uruguay. I will feel this way about these three countries because they have undertaken to be life guardians of a very old and very dear friend of mine. By this I mean my desk.

This staunch old comrade has been with me through countless activities and has uncomplainingly carried on, no matter what demands were made of him. And now it seems eminently fitting that he should be going off to Argentina "for the term of his natural life," for I have not only followed the entire Contest for the Desks with complete interest but I have particularly noted the irascible manner in which your Division has forged its way from a lowly standing early in the Drive, to the wonderfully high ranking that you ultimately finished with.

I therefore offer to you not only congratulations upon your success, and the hope that you will look after my old Desk friend, but I also express to you my sincere belief that your efforts of 1928 will be a pattern for the entire world-wide organization of Paramount.

In all sincerity,
 Cordially yours,
Jesse Lasky
 First Vice-President

PARAMOUNT FAMOUS LASKY CORPORATION
 Paramount Pictures
 TIMES SQUARE NEW YORK
 CHICKERING FORD CARLE ADOLPH ZUKOR

January 21st, 1928.

OFFICE OF S. R. KENT
 GENERAL MANAGER

Mr. M. J. Messeri, and the Personnel
 of the Spanish and Portuguese Offices,
 Paramount Films, S.A.,
 Barcelona, Spain.

My dear Legionnaires:

I have been advised by Mr. Seidelman that you who are Paramounters of Spain and Portugal have won my desk in the world-wide sales campaign that Mr. Shauer has so ably conducted.

Naturally, I hasten to congratulate you all for a truly marvelous showing, and at the same time to express the belief that I know my desk to be in very good hands for all the years to come.

Your victory in this 1927 Drive has been all the more memorable on account of the superb spurt that you made towards the end of the year. And yet, as I think back — particularly back to the time when Mr. Zukor visited you last May — I vividly recall that you all announced right there and then that one of the desks was going to Barcelona, and that no matter what the showing throughout some months of the year, your Division would register in the first four at the finish of the race.

Well, you did! You delivered as per promise — a highly desirable trait so prominent throughout the ranks of the entire Foreign Legion of Paramount — and now you are receiving the plaudits of your Fellow Legionnaires, as well as the congratulations of the entire Paramount Organization. You have my most heartfelt good wishes for your continued success, and you also have my promise that one of these days I shall step into your office to meet you all personally, and to at the same time meet my good old chum of yesteryear — your Desk.

Very sincerely yours,
S. R. Kent

HOW LUCKY WAS FRANCE!

♦

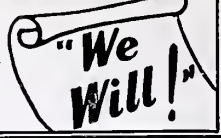
Mr. Shauer was right on the spot in Paris when the news about the Drive results and the winners of the Desks was flashed across the Atlantic to him.

So France, and the entire French territory, were mighty fortunate indeed to have received his congratulations in person. Visualizing the scene, we can well imagine hearing Mr. Shauer saying something along these lines:

"Well, boys, my desk is yours. It has served me grandly for so many years, and I know that you will now look after it in this great city. You have pledged through all of these past months that you would win one of the desks; and now you have succeeded in your aim. I congratulate you from the bottom of my heart."



THE FOREIGN LEGION PLEDGE



PARAMOUNT Short Features

This year, in the moulding of the Foreign Legion's success, Paramount Short Features are to play their mighty important part. Get that slant right now! And keep on building upon it, because Short Features are not so short when it comes to their playing their parts in the getting of quota!

KRAZY KAT YELLS "COO-EE" DOWN IN SUNNY AUSTRALIA



Cavorting on the roof of the new Paramount Head Office in Sydney, Australia, this Krazy Kat is a demonstration to the world of the popularity of these Paramount Short Features down in the Blue Ribbon territory. Krazy, as shown here, was one of the highlights of a recent parade through the streets of Sydney and evoked tremendous attention. Shown in the background of this picture is the 300-foot tower of the new Sydney Railway Station, which fact reveals the central location of the new Paramount head office.

EL EDITOR DE "PARAMOUNT NEWS" ESTA EN EUROPA

Emanuel Cohen, editor de "Sucesos Mundiales," está en la actualidad en Europa, a donde ha ido con el objeto de establecer agencias en las ciudades más importantes.

UM ALTO FUNCIONARIO DA PARAMOUNT VAE A EUROPA

Mr. Emmanuel Cohen, editor do "Paramount News" e chefe do nosso departamento de pequena metragem, seguiu ultimamente para a Europa onde vae contractar representantes locais para a distribuição desses pequenos films de actualidade.

DORIS DAWSON OPPOSITE NEAL BURNS IN "JUST THE TYPE"

Doris Dawson, a comparatively new face in pictures, has been selected by Neal Burns to play the leading role in his newest Paramount-Christie starring comedy, "Just the Type." The remainder of his supporting cast comprises Billy Engle and the Christie beauty brigade. Harold Beaudine is directing.

ANOTHER SPLICE IN THE SPOOL OF PARAMOUNT NEWS 'SCOOPS'

A perfect co-ordination of services from the News Reel Department, the Foreign Short Features Department and the Traffic Department, has resulted in many fine and profitable 'scoops' being scored by various of our offices. Newest evidence of this comes to us from General Manager Arthur Pratchett, of Cuba, who cabled as follows: "Scooped all other news weeklies with Lindbergh's departure for, and arrival at, Mexico City."

LARGE EXTERIOR SET BUILT IN CHRISTIE STUDIO FOR VERNON COMEDY

In line with its policy of giving the best production possible to its comedy short features, the Christie Film Company, releasing its product through Paramount has caused to be erected in its studios one of the largest exterior sets ever constructed in a motion picture studio.

The set, a street scene, is used in the filming of the latest Bobby Vernon starring comedy, "Save the Pieces." It is a full city block in length completely equipped with building fronts, everything as complete as on a real thoroughfare. William Watson is directing this two-reel comedy and Frances Lee heads Vernon's supporting cast.

L'EDITORE DELLE PARAMOUNT NEWS IN EUROPA

Emanuele Cohen, editore delle Paramount News e direttore generale delle Scene Brevi Paramount, trovasi al momento attuale in Europa, allo scopo di fondare succursali delle "Paramount News" nelle città principali.

PARAMOUNTS AKTUALITAETEN REDAKTEUR IN EUROPA

Emanuel Cohen, Redakteur der Paramount Aktualitäten und Generaldirektor der Paramount Kurzfilme, befindet sich z. Z. in Europa zwecks Errichtung von Filialen der Paramount Aktualitäten in den Hauptstädten.

SHORT FEATURE VALUES

Selling the short feature is in many ways akin to digging postholes in the ground. The more effort used the more yielding the ground. There is a good deal of inertia and exhibitor opposition throughout the world regarding the proper valuation of the short feature in the daily program. The principal saving factor is that the public desires to see a good comedy and a good news reel as adjuncts to the feature when it goes into a motion picture theatre. What must be realized is that the short feature can, and does, draw the patron into the house if attractively shown in theatre lobby and advertising. To bring this about requires real digging on the part of the salesman and salesmanager, but the results in cash returns more than warrant any effort expended.

There is no need to point out to the salesmanager what the short feature means to him. These reels, being released at the rate of a two reel short feature, a one reel short feature, and a news reel per week, add surprisingly to the gross revenue obtained by a particular branch, although the selling price per reel to any particular theatre may be quite small. The short feature, therefore, has a definite cash value from the sales point of view and this must be realized fully before the salesmanager can enthusiastically ask the exhibitor to realize for himself that same fact from a box office point of view.

There is still much digging to be done before short feature foreign sales reach their maximum possibilities. Each week we hear of some accomplishment in the way of revenue obtained, which indicates that great forward strides are being taken every day and that exhibitors are realizing more and more the box office value and public attraction of Paramount short features.—G. W.

SHORT FEATURE REVIEWS, By G. W.

Billy Dooley, "Campus Cuties"—The sappy sailor enters the campus of a fashionable seminary, being sent to retrieve the Admiral's uniform which has been loaned for a masquerade. No men are allowed on the campus, so Billy has considerable trouble getting in and staying in. He is eventually thrown out with the uniform and fades from the scene. (A Paramount-Christie Comedy.)

Krazy Kat, "Wired and Fired"—Krazy is a bachelor who imagines himself a cook. He struggles with a pancake which allies itself with a stove. They fire Krazy's home. Krazy 'phones the Fire Department but can get no connection. He eventually crawls through the wires and gets the Department. They arrive and find the house burned with the exception of the 'phone, which rings. Krazy is asked by the girl if he wants anything. Excellent.

Inkwell Imps, "KoKo's Haunted House"—KoKo and his dog friend satisfy their curiosity regarding a certain old house by entering its door. As they cross the threshold queer things happen. Doors slam, pictures move, ghosts walk, and still there is no escape for the explorers. This is one of the most imaginative and clever cartoons produced to date. It will more than please any audience anywhere.

BIG PRIZES IN AMERICAN SHORT FEATURES CONTEST

As an outstanding indication of how the big theatre organizations are taking to the playing and advertising of short features, Publix Theatres throughout the entire United States have launched a unique contest in which their managers will develop novel ways of tying Christie comedies into their newspaper advertising.

It will extend from January 16 to March 17th, and awards will be made by a committee composed of Sam Katz, president of Publix, Sam Dembow, Jr., vice president, D. J. Chatkin, A. M. Botsford, Ed Olmstead, and Pat Dowling, publicity and sales director for the Christie Company.

The sum of \$1,000 will be distributed in prizes for the best newspaper ads and exploitation stunts.

WATCH FOR THIS SATURDAY EVENING POST ADVERTISEMENT

One of the best Paramount national advertisements ever carried in The Saturday Evening Post appeared in the issue of January 28th last. It carried an illustration depicting the exterior of a theatre, with a milling crowd outside, and across the marquee the line "A Paramount Picture."

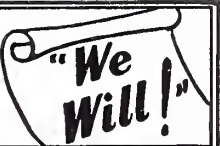
The two closely-related headlines to the advertisement were "700 Feature Length Photographs will be Produced this Year!"—"HOW will you choose the best?"

The text of the message then went on to say: "With some 700 pictures coming in 1928, and all clamoring for your time, it's too great a risk to just go out and gamble on seeing a good one. Don't do it. Heed this.... Of these 700, about 85 will be Paramount Pictures. We do not say they are the only good ones. We do say they are all good ones, and that you never need take chances when you remember—"If it's a Paramount Picture it's the best show in town!"

Copies of this advertisement are being sent all offices. Be sure and adapt it locally in all possible fashions.



THE FOREIGN LEGION PLEDGE



JANNINGS FILM GLORIFIES 1928



We had expected that "The Last Command" would be a great motion picture! Had not Emil Jannings given us "The Way of All Flesh"? And was not it the greatest piece of acting in all the long career of the world's greatest actor? And was it not in the natural course of things that this succeeding picture should be still greater?

It is! But in a degree that is far and away beyond even our most fervent expectations. We who have been supremely privileged to witness it, even in the coldly material projection room, have been thrilled to a hushed adoration of the divine heights of artistry that Emil Jannings displays in "The Last Command."

Here is a picture, directed by Josef von Sternberg, the man who made "Underworld," through which Jannings moves as a gigantic character and a motivating force, with the background of the picture woven as a colossal tapestry of the greatest tragedy in history. Jannings plays the role of a great man reduced to the depths of humbleness, yet rising in a moment of crisis to heights so sublime that few men in this life ever reach them. This climax, we honestly and sincerely believe, is the most towering in all the history of the screen; and if it left us thrilled and shaken in the impersonal projection room, we can logically know how tremendous it is going to be when allied with music in the comfort of the great theatres throughout the world.

And so, knowing these things—and knowing that you now know them also—we feel that there is no need for us to extol the picture further with a string of superlatives. Emil Jannings has gratefully shown his appreciation of the world's reception to "The Way of All Flesh" by giving his heart and soul to the making of a still greater picture. That he has succeeded in this lofty aim we at first expected—and now know.

It is thus up to us to reciprocate. He bettered his efforts in "The Way of All Flesh":

now it's up to us to go and do likewise. And our opportunity is the finer of the two, because we have our achievements with the first Jannings picture as a precedent, and Jannings actually has given us a better picture in "The Last Command."

HERE'S PROOF—

"The Last Command" opened at the Rialto Theatre, New York City, for an extended season on Saturday, January 21st. The Rialto is the theatre where Jannings first established a record with "Variety," and then smashed that record with his thirteen weeks of "The Way of All Flesh." And of this opening of "The Last Command" the foremost New York City Newspapers had the following to say:—

N. Y. AMERICAN. Once in a movie moon a picture comes along that is so fine that it almost redeems every bad film one has ever sat through. Such a picture is "The Last Command," starring Emil Jannings. . . . Even the thesaurus doesn't contain enough superlatives to describe Mr. Jannings' performance. . . . Let us say that the star's performance is superb and let it go at that. . . . As a reviewer, "The Last Command" is not to miss this Jannings picture. It is a directors' picture, a critics' picture and an audience picture.

N. Y. TIMES. From the standpoint of its narrative, Emil Jannings' latest picture, "The Last Command," now at the Rialto Theatre, is one of the most satisfactory of shadow stories. . . . You are rewarded for the most part with a brilliant performance in which there is a wealth of imagination. . . . The motion picture end of this picture is wonderfully good, even to the selection of the players.

EVENING WORLD. "The Last Command," at the Rialto, is another of those great Jannings characterizations. . . . Jannings is at all times great. Probably "The Last Command" is his greatest opus so far as he himself is concerned. **N. Y. NEWS.** Emil Jannings, jovial, sensuous, sloppy as per previous pictures, has become Emil Jannings, aristocratic, magnificent, immaculate, almost handsome in that most worthy motion picture offering at the Rialto, "The Last Command." Let us say, before going any further, that we heartily recommend the newest Jannings gift to his film-going public. It is a truly inspired cinema piece. Emil is without question the greatest character actor on the screen today. . . . Josef von Sternberg (the director) has something akin to genius. His di-

rection of "The Last Command" is swift, deep-thinking, smart, powerful, but never over-emphatic. . . . Together they have turned out a splendid tribute to the film industry.

MORNING WORLD. In "The Last Command," Emil Jannings adds another brilliant performance to his illustrious career in the films. . . . For the performance of Mr. Jannings throughout and for the last two reels in particular, you should see "The Last Command."

HERALD-TRIBUNE. Those suspicious idealists who feared that the American films were bent on ruining Emil Jannings will find little to encourage their terrors in "The Last Command," the German star's second American photoplay. Infinitely better than "The Way of All Flesh," the new work will hereby be described, without any preliminary hedging, as the most stimulating and encouraging picture of the winter season. . . . Jannings' performance as the grand duke in both the days of his power and his exile deserves no less an adjective than superb, for its tremendous dramatic power.

GRAPHIC. Emil Jannings makes another worthy contribution, to film characterizations in his current picture, "The Last Command," . . . one of the finest pictures Paramount has ever produced.

THE SUN. "The Last Command," in short, is just about the most notable film of the season.

JOURNAL. Emil Jannings is magnificent. . . . Jannings, of course, is superb. . . . and, besides, any picture with Jannings in it is worth seeing.

EVENING POST. Mr. Emil Jannings, that outstanding and most versatile of screen actors, is here again, as the sidewalk traffic situation before the Rialto Theatre testifies.

BROOKLYN EAGLE. Let us measure it comparatively with that other American-made Jannings vehicle, "The Way of All Flesh," and report that "The Last Command" is indisputably its superior. . . . (half a column of similar praise—and then) . . . Let it be concluded, finally, that "The Last Command" is one of the finest picture plays that have come out of Hollywood in years, and that one must make his way at once into the Rialto to see and appreciate it.

MR. SEIDELMAN'S LETTER ON THE LAST COMMAND.

Immediately upon previewing "The Last Command," "Mr. Seidelman" despatched this letter to all foreign offices, thereby conveying not only the information concerning the greatness of the picture, but also the fact that he is especially desirous of having a letter of expression of opinion on the picture itself from all those to whom this letter has been sent. Be sure and get in early with your reply, and make full play upon all of the superlatives that must naturally spring to your mind even before the picture has ended.

THE LAST COMMAND

The first print of this picture has just been screened in New York. Frankly the picture is so much bigger than anyone anticipated that we were positively thrilled and overawed. Emil Jannings, the internationally famous star, has excelled all of his previous successes and we prophesy that this picture, "The Last Command," will be Paramount's greatest for 1928. It is a story of the Russian Revolution by Lajos Biro, done in a manner that has never before been attempted and probably will never be equalled.

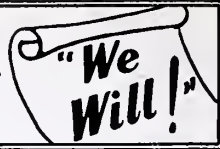
I shall not go into details, except to say that here is a Special Production made-to-order for foreign territories. Sample prints will be shipped soon.

After you have screened this picture we should like to have a separate letter from you as to what you think of it and the value that the picture will have in your territory. When these letters reach New York from all foreign territories, we propose to send them to Mr. Lasky and his Production Department, as a token of our appreciation for delivering such a picture to us. Please send yours as quickly as possible.

(Sgd.) J. H. SEIDELMAN
Asst. Mgr. Foreign Department



THE FOREIGN LEGION PLEDGE



LLOYD LEADING FILM PLAYER SAYS VARIETY; STATES BOW BIGGEST WOMAN BET; PARAMOUNT PRODUCT BEST OF ALL RELEASES

Harold Lloyd "is still the leader of all stars of all companies" says Variety, an international theatrical publication, in its anniversary number. Variety is also authority for the statement that Clara Bow "jumped ahead of all the company's stars in box office drawing power and leads them in popularity" and credits Richard Dix with being the most "substantial money earner, with the Beery-Hatton team right on his heels."

These statements are contained in Variety's annual resumé of the worth of the picture players of all companies, a custom which it inaugurated two years ago. The box office value and popularity of the players are based on the financial returns at the box-office.

Variety ascribes the reason for Lloyd's popularity to the fact that "his old product, both with Paramount and Pathe, still manages to make the rounds. There are very few 100 per cent. sellers among the stars," it continues, "but Lloyd gets over on account of consistent repeating of his pictures."

Other "leaders of the pack," according to Variety, are Emil Jannings, Bebe Daniels and Adolphe Menjou. "Jannings having only turned out two for the company (Paramount) cannot warrant the rating this year that he will get next when his pictures start moving," continues Variety, and further, "Bebe Daniels and Adolphe Menjou, with nominal priced productions, proved themselves 'valuable' money getters for the organization."

Concerning George Bancroft, newly created Paramount star because of his performance in "Underworld," Variety states, "In the Paramount featured group the men players are to the fore with George Bancroft, who was 'way at the bottom last year, jumping right into the lead. He will be in 1928 listed in the star group. Also in this class are Chester Conklin, Clive Brook and Ford Sterling."

"WINGS" AU DEHORS DES ETATS-UNIS

La première représentation au dehors des Etats-Unis de "Wings," le célèbre mélodrame aérien du Paramount eut lieu à Montréal (Canada) le jour de Noël dernier. Le film faisait ses débuts pour des présentations locales étendues et fut admirablement reçu par les critiques dont l'éloge fut même supérieur à celui des revuistes américains. Leurs critiques sont comprises dans un supplément spécial pour la page du département de l'étranger concernant "Wings."

Paramount product, taken as a whole, leads that of all other companies, according to the rating of the publication.



VALUABLE SPACE. London "Tatler" thought enough of this joke on "Chang" to give it a full page. The caption reads: Well-informed lady (discussing the film "Chang"): "Yer know, they don't photo' them elephants coming at yer, Mrs. Green: they take 'em from be'ind and then reverses it."

LES GAGNANTS DES BUREAUX SONT ANNONCES

On connaît enfin les gagnants des bureaux de Mr. Zukor, Mr. Lasky, Mr. Kent et Mr. Shauer. Les heureux successales sont annoncées par ailleurs dans ce numéro et Mr. Shauer en les complimentant, a rendu un grand hommage à tous les Bureaux, car même ceux qui ne gagnèrent pas de bureaux ont admirablement travaillé. Il y a eu une excellente année pour le Département de l'étranger du Paramount, et Mr. Shauer a clairement rendu honneur à ce fait dans la lettre qu'il a publiée.

NEW SERVICE ON PICTURE INFORMATION GOING TO OFFICES

Through the cooperation of the Hollywood Studio, Paramount's offices throughout the world will now be in receipt of impartial reviews on all coming pictures written by an expert. These previews will be written by Arch Reeve, director of publicity at our studio in Hollywood, accounted one of the keenest judges of box-office values in the entire Paramount organization.



Arch Reeve

The reviews will be pithy, informative and above all else sincere. Whatever Mr. Reeve tells you will be found in the picture, then you can bet your last penny, peso, yen, rupee or franc, as the case may be, that these things will be there. The review service goes into effect immediately. The first picture so reviewed is Esther Ralston's "Love and Learn."

PARAMOUNT'S FOREIGN LEGION SCORES IN PARAMOUNT THEATRE GOLD MEDAL AWARD

A medal stamped in solid gold and a check for \$10,000 have been awarded to Josef Von Sternberg, director of "Underworld," which was judged the outstanding of all motion pictures shown at the Paramount Theatre, New York City, during 1927.

The second prize of \$5,000 was awarded to Clarence Badger for the direction of Clara Bow in "It," and the third prize of \$2,500 was awarded Mauritz Stiller for "Hotel Imperial," starring Pola Negri.

The Paramount Theatre Medal of Honor competition for 1927 was first announced by Mr. Lasky in November, 1926.

We point with particular pride to the fact that two of these three directors are foreign born, Von Sternberg being a native of Austria, and Mauritz Stiller hailing from Sweden. Also, one of the three pictures has a foreign locale, "Hotel Imperial" being laid in Hungary in the early days of the war. Thus with two directors and one picture, Paramount's Foreign Legion scored a fifty-fifty share of the honors in this gold medal award.

CONGRATULATIONS!—to Mr. and Mrs. Ernest Geismann on the arrival of a son. Mr. Geissmann is foreign department projectionist at the New York City Exchange.

WE LIVE IN AN ERA WHERE TOMORROW MEANS

A BIG ANNOUNCEMENT

In a blaze of super-inspired effort that thrilled the entire Paramount World, the Drive of 1927 swept to a glorious conclusion. This month the numbers have been hoisted to announce the winners, while congratulations are being flashed from one corner of the globe to the other.

It is these very facts which automatically signify that there should be no let-up in the enthusiasm. They tell us that, having splendidly progressed this far, we should even add a few notches to our pressure gauge in order that our redoubled efforts should signify a newer and greater progress.

At all events, knowing these facts as you undoubtedly do, you should also know that next month there will be made in these

pages *An Announcement of Paramount Importance.* It will be Big in every sense of the word, and it will be most vital to the welfare and progress of our Paramount Foreign Legion throughout 1928.

BE READY FOR IT—and you can best do that by maintaining, and even adding to, the sales strength and stamina you so marvelously displayed during 1927. In other words, keep at least to the pace you have been going, remembering that come what may, a flying start by a well-conditioned racer, invariably means a victory.

Remember that! And remember, also, that tomorrow (the next issue) means—

A BIG ANNOUNCEMENT.



THE FOREIGN LEGION PLEDGE



“YOU CAN EVEN ASK A ZULU!”

He had just returned to his native city on one of those Around-the-World steamers and most naturally he was telling about his trip. It was all quite thrilling and we enjoyed it, even to the point of respect of allowing quite a reasonable time to elapse before we commenced asking questions.

“Tell us,” we said (for the question was most understandably uppermost in the minds of all of us), “did you find the Paramount Trade Mark used a great deal in all of the places you visited?” “And,” we continued, without really giving him time to answer, “did you find that the people to whose notice it was brought knew what it meant and what it promised them?” Then we leaned back and waited, for we had said about the equivalent of a goodly sized chapter.



He was a conservative, and some of his ancestors had lived north of the Tweed, so we knew that his answer would be not too demonstrative, yet tempered with judgment, shrewdness and the keen business intuition which had enabled him to amass several million pounds.

“Aye, I saw your famous Trade Mark everywhere,” he said. “It was on the boards of India, in the newspapers of Sumatra, and in Panama, Brazil and Chile it was plainly to be seen on the handbills that were being distributed. We brought newspapers purchased at Colombo aboard with us, and there was the mark just as plainly placed in the advertisements as we found it had been in Sydney, Osaka, Suva and Shanghai. Everybody, in every place knew just what it means, and in one place—I think it was Tahiti—the little native boys who sit in the canoes and dive for coins, had fitted the slogan of ‘If it’s a Paramount Picture it’s the best show in town’ to the tune of one of the current popular songs. Why,” he continued with distinct emphasis, “you can even ask a Zulu what the Paramount Trade Mark means and he will be able to tell you—through an interpreter, of course—that it is a symbol of the kind of pictures that he likes best to see.

“As a matter of fact,” he continued, “I am mighty grateful to you for having brought this question up. It had never occurred to me before I left my native city that there could be such world-wide unanimity in the matter of motion picture entertainment. But now I know it, even as you all know it, and I reckon that it must be mighty gratifying to you to know that your hard work of years of pioneering in making this Trade Mark symbol stand for all that it does the world over, are so surely and splendidly reflected in every country under the sun.”

That, of course, was a very timely cue for us to step in and tell him of the creed of every Legionnaire and of how very vital a part of that creed the observance of the Paramount Trade Mark is. Which means that we told him about you—and your efforts—and of how these efforts will continue to go on unceasingly throughout the months and years to come.

For, after all, if a Paramount Picture is to continue to be the best show in town, the town has to be told that it *is* a Paramount Picture!



Fra denne Bygning og



under dette Mærke

udsendes de Films, som faar størst Tilslutning hos Presse og Publikum og derfor giver de største Kasser!



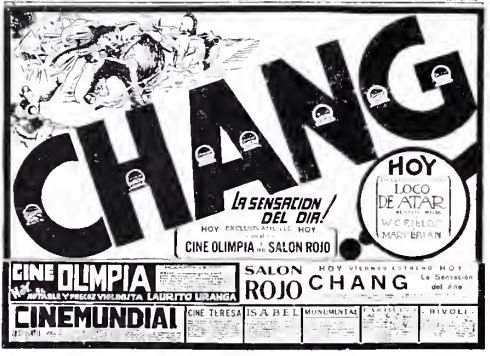
Here's a typical example of what our world traveler encountered. This is from Denmark, where the announcement appeared in a foremost magazine.

AD SALES ADD PROFITS
NO MATTER WHAT PART OF THE WORLD YOU ARE IN

FROM THE AD SALES MAILBAG

We note, for instance, the arrival of an excellent cut-out novelty in the shape of a fireman's helmet from Australia, inspired, of course, by the Beery-Hatton fire, fun and frolic film, "Firemen, Save My Child." This was produced by Cleave J. Shepherd's Ad Sales Department and, according to popular report, met with a wonderful exhibition reception.

From Sapin we note a very excellent novelization of "Beau Geste," published with illustrations from the film, and carrying all due acknowledgment to the Paramount picture. The book was published in Barcelona by "La Novela Semanal Cinematografica" and, according to report, met with a wonderful sales reception from the picture-going public.



IN MEXICO. One of the forceful advertisements in "Excelsior" of Mexico City that helped hammer out the superb "Chang" success reported elsewhere in this issue. We of course, do not have to particularly call your attention to the excellent and ingenious manner in which the Paramount Trade Mark has been used in conjunction with the title. Senor Lozano, in charge of advertising for Paramount's Mexico City theatres, was responsible for this advertisement.

"CHANG" CONTINUA SUA VICTORIA!

Este formidável melodrama da floresta, o mais original e mais forte dos films desta natureza até hoje creado, está ainda ganhando fóros de soberba produção por todos os paizes onde vaé sendo apresentado. A Inglaterra, a Alemanha, a Suecia, a China e o Japão são alguns dos paizes onde foi "Chang" ultimamente mostrado. O successo que a pellicula Paramount obteve nestes diferentes logares prova bem a pujança desse film e a fama que por todo o mundo gosou o nome da Paramount

RICEVIAMO PARECCHI INTERESSANTI ORGANI LOCALI

Quasi con ogni posta riceviamo da qualche parte del mondo un numero locale della "Paramount Foreign Legion." Un giorno è "El Matador" dalla Spagna, un altro giorno è la "Ca de Casa" dal Brasile, un altro giorno ancora è "Paramount" dall'Italia. Poi viene "The Whole Show" dall'Australia e il giorno seguente "La nostra Risposta" o "A tutto vapore" da Berlino. Probabilmente al giovedì arriverà "La Paramount Française" dalla Francia, il che usualmente significa che al sabato vedremo arrivare "Adelante Decima" dall'Argentina. Essi rappresentano un magnifico gruppo di propagatori di entusiasmo. Anticipiamo il loro arrivo con ansia ed assimiliamo con piacere la loro avvedutezza ed il loro spirito. L'idea dell'organo locale è una grande idea e speriamo di vederla prosperare costantemente.

SUPERBLY STRIKING INVITATION

General Manager M. J. Messeri issued, for the private screening of "Chang" in Barcelona recently, an invitation which to our minds is one of the most striking and effective we have ever seen. It was printed in red, black and gold on a four-page brown card, and it told a story just up to that degree at which one would not be human if one did not want to hasten away to learn the remainder of the story. We hardly need tell you that both the mention of Paramount and the inevitable Trade Marks were present in their correct places: but we will tell you that the screening took place in Barcelona's magnificent Coliseum Theatre.

BITS ABOUT THE DESKS

For a whole year a great play occupied the boards of one of the New York's foremost playhouses. It was there for the entire duration of the year which witnessed the 1927 Drive for the Desks. And it must have been prophetic insofar as Mr. Zukor's Desk is concerned, for its title was "The Road to Rome."

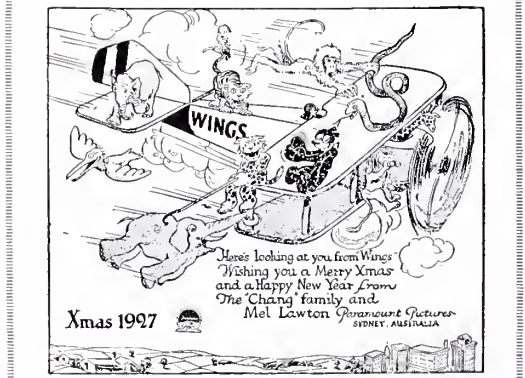
The name of the winner of Mr. Lasky's Desk also starts with an "L", and has the same number of letters—Lange.

It was a stroke of real coincidence that Mr. Shauer was in Paris at the time of announcing the winners of the Desks, and was thus able to turn over to Mr. Osso, in person, all rights and privileges to the Desk which had served him so well during so many great years.

"OLD IRONSIDES" EN ANGLETERRE

Ce grand film de passion et de batailles navales est intitulé "Fils de l'Océan" en Angleterre, où il a une saison pleine de succès. Des nouvelles d'autres parties du monde reportent également que le film est très populaire.

UNIQUE CHRISTMAS CARD



Because of its singular appropriateness we are reproducing herewith the Christmas card of Mel Lawton, who is assistant to Sales Promotion Manager John E. Kennebeck in Australia, and who has been acting as Sales Promotion Manager during the absence in America of Mr. Kennebeck. You will note that he, too, never overlooks the use of the Paramount Trade Mark.

YOU
Contractors Farmers Everybody
SHOULD SEE
MAN POWER
A Paramount Picture coming soon

See Richard Dix driving a "Caterpillar" Tractor!
See the big part the "Caterpillar" plays!
See it conquer where others fail!
See it triumph over the weather!
"CATERPILLAR" are chosen for jobs where reliability and stamina are needed — they do the easy jobs too.

Better - Quicker - Cheaper

CATERPILLAR

See the Picture and then see your local Agent and find out how "CATERPILLARS" can solve your problems

Be sure it is a "CATERPILLAR"

A. S. PATERSON & CO. LTD.
N.Z. Distributors

BLUE RIBBON EXPLOITATION. This is reproduction of an excellent one-sheet poster that is part of a co-operative tie-up arranged in New Zealand by Exploiteer Reg. Kelly. These posters, carrying the name of, and scenes from, the picture, were published by the agents of the Caterpillar Tractors and distributed by them throughout N. Z. (Below) IN SYDNEY, this front-of-paper sticker, in red, was a mighty fine boost

THE S... Extra!
SENSATIONAL NAVAL VICTORY

Death Cheated by Aus...
HINKLER'S FLUCK...
IN CRUELLED AUTOGRAPH...

for the British production, "The Flag Lieutenant," distributed throughout Australia by Paramount. The stunt was carried out by the Mel Lawton, in charge of Sales Promotion during the manager's absence in America.

LOS QUE HAN OBTENIDO LOS ESCRITORIOS

En otro lugar de este número damos a conocer los nombres de los que en buena lid ganaron los escritorios de Mr. Zukor, Mr. Lasky, Mr. Kent y Mr. Shauer. Al congratular a los vencedores, Mr. Shauer rinde un entusiasta tributo a todos los jefes de territorio, pues todos ellos han desplegado una gran actividad, que sobrepasa a cuanto se ha hecho en años anteriores. El Departamento Extranjero de la Paramount puede estar satisfecho de los resultados obtenidos durante el último año.



THE FOREIGN LEGION PLEDGE



"THE WAY OF ALL FLESH" HAS UNIQUE REVIEW



Quite recently, in the theatre auditorium of the Imperial Hotel, Tokyo, Paramount's first Emil Jannings starring picture was reviewed by Japan's foremost actor, and the members of his company. Our picture shows the actors at luncheon immediately after the screening.

The screening and luncheon came as the result of an arrangement between the Shochiku and Messrs Tom Cochrane and Robert E. MacIntyre, in charge of Paramount's interests in Japan. The Shochiku is the mightiest theatrical organization in Japan, controlling 600 foremost theatres, 350 of which are devoted to motion pictures and the remainder to the presentation of legitimate dramas. In addition, the Shochiku is a motion picture producing organization, with an output of 150 feature dramas a year, thus releasing 3 a week. Mr. Matsujiro Shirai is president of this gigantic organization.

To the luncheon he brought Ganjiro Nakamura, and his company of actors. Ganjiro is Japan's foremost actor, and there is no higher tribute in the land than praise from him. It was Mr. Shirai's idea to screen "The Way of All Flesh" to Ganjiro and his players and then, around the luncheon table, to gather the real reactions of the players to the picture.

Thus Mr. Shirai said: "Please give me your opinion on 'The Way of All Flesh' which has just been shown to you."

Said Ganjiro:—"Very interesting! I was moved to tears. Personally I like Mr. Jannings. I have also seen his 'Last Laugh' and 'Variety.' His acting is so well composed; or, in other words, comprehensive."

In this strain the reviewing went on and on during the luncheon. Many diverting remarks were made by the actors, but everything was strictly constructive and left naught but the impression that the picture had scored a

tremendous success with this highly critical group of brainy men.

This manner of reviewing a picture was both original and constructive, and we compliment all concerned on its success.

Also, we are proud to list the attendance at the luncheon, those present being Ganjiro Nakamura, Enjaku Jitsukawa, Fukusuke Nakamura, Kwaisha Nakamura, Ichizo Ichikawa, Usaburo Onoye, Chozaburo Hayashi, Senjaku Nakamura, Naritaro Nakamura, Tonosuke Kataoka, Enjo Ichikawa, Utasaburo Ichikawa, Masajirol Nakamura, Hakotora Ichikawa, Ebi-juro Ichikawa. And from the Shochiku organization were Mr. Matsujiro Shirai, Chisetsu Omori, Nambaku Kema, Toshio Onishi.

CINEMATOGRAFIA TEDESCA AL PARAMOUNT

Per la prima volta nella storia del teatro Paramount, New York City, l'attrazione principale dello spettacolo è stata una cinematografia tedesca. La cinematografia è stata prodotta dalla Paramount-Ufa, "The Last Waltz" ("L'ultimo Valtzer"), e venne rappresentata nella settimana del 12 novembre. Incontro la più entusiastica accoglienza sia dai critici che dal pubblico. La settimana in cui essa venne rappresentata colà era l'ultima settimana del primo anno del Teatro, in vista del fatto che col 19 novembre il Teatro Paramount ha iniziato il suo secondo anno.

HUBERT TO SUPERVISE PERIOD COSTUMES FOR JANNINGS PICTURE

A. Hubert, Europe's greatest authority on period uniforms is supervising the design and manufacture of costumes that are being used in Emil Jannings' Paramount picture, "The Patriot," now being directed by Ernst Lubitsch. The costume expert arrived in Hollywood recently. He brought with him carloads of uniforms, arms and properties to be used in the film. Jannings is enacting the role of Czar Paul, instead of Pahlen the Minister, as it was first announced.

L'INSEGNA DI "WINGS" ("ALI") È STATA DIPINTA NUOVAMENTE

Una delle indicazioni più sicure del fatto che "Wings" ("Ali") verrà rappresentata per oltre un anno in Broadway, New York, è quella della notizia che l'insegna è stata appunto ridipinta, dopo aver servito la cinematografia per sette mesi interi.

WIR ERHALTEN VIELE VORTREFFLICHE ORGANE

Fast jede Postsendung bringt uns die Ausgabe eines Paramount Fremdenlegion Organs von irgend einem Teil der Welt. An einem Tag ist es "El Matador" aus Spanien, am anderen Tag ist es "Cá de Casa" von Brasilien, und am darauffolgenden Tag ist es "Paramount" von Italien. Dann kommt "The Whole Show" von Australien und der folgende Tag bringt "Unsere Antwort" oder "Volldampf Voraus" aus Berlin. Donnerstags kommt höchstwahrscheinlich "La Paramount Francaise" von Frankreich, und das lässt darauf schliessen, dass am Sonnabend gewöhnlich "Adelante Decima" von Argentinien ankommt. Sie alle sind eine Reihe herrlicher Begeisterungsverbreiter. Wir verfolgen ihre Ankunft mit grossem Interesse, und nehmen ihre Erfahrung und ihren Humor freudig in uns auf. Diese Organe sind eine wunderbare Idee und wir wünschen und hoffen sie noch oft, recht oft, zu sehen.

A SMACK'S NOT A KISS—TO BELIEVE IT, SEE THIS!



The American kiss
Seems to lack pep and bliss—

It took Ernest Vajda, the celebrated Hungarian playwright and author of the newest Menjou gem, "Serenade," to indicate the supreme fundamental difference between Europe and America. "It's all in the attitude towards the kiss," he asserts. And maybe he's right, too, for when he went and had Ivy Harris and Arnold Kent, Paramount featured players, demonstrate the respective kisses, there seemed to be more than a light shade of color to his argument. On speaking of the American kiss, Mr. Vajda says: "American husbands shouldn't kiss their wives good-bye in the morning on the run, but should take time and thought for the ceremony." In the scene at the right, there is illustrated Mr. Vajda's contention that the European husband is a mighty considerate person in the way in which he bestows the farewell morning kiss.



But there's plenty of bliss
In the European kiss.



THE FOREIGN LEGION PLEDGE →



Win With "Wings"

EVERY day brings us new and glowing proof of the mightiness of "Wings." Throughout Canada—the first country outside of the United States to see the picture — it is scoring triumph after triumph. Particularly, in this country, is emphasis being laid upon the international nature of "Wings," and of the splendid representation which England, France and Germany get in the picture.

Mighty soon other great countries will be presenting "Wings."

Already a mammoth press book has been prepared and sent to all branches throughout the world. This contains a wealth of material for local adaptation, as well as particulars on all Ad Sales.

One particular Ad Sales item deserving of individual mention is the set of sixteen 14 x 17 colored photos of Allied and German Aces, and a 22 x 28 lobby card composed of all of the Aces. These items are to have a special Ad Sales letter devoted to them. This letter will go out simultaneously with this issue of The Foreign Legion Pledge.

In addition to the "Wings" press book which has already gone forth to you, there will be despatched from time to time details of press reviews, novelties, newspaper stories and such other material as comes to our ever-ready hands.

Meanwhile, your own local campaign for this picture should be powerfully under way. "Wings" is in many ways "The 'Chang' of the Air," for just as "Chang" was the greatest of its kind the world had ever known, so is "Wings" the mightiest Epic of the Air that the screen has ever known.

The Drama of the Skies

CHARLES ROGERS

CLARA BOW

RICHARD ARLEN

WINGS

WITH CLARA BOW, CHARLES ROGERS
AND RICHARD ARLEN

ARLETTE MARCHAL, GARY COOPER, JOBYNA RALSTON,
HENRY B. WALTHALL, EL BRENDEL, ROSCOE KARNES,
RICHARD TUCKER, 'GUNBOAT' SMITH

A LUCIEN HUBBARD Production
Directed by WILLIAM A. WELLMAN

a Paramount Picture

This is the superb three-sheet poster for "Wings," colorfully printed in red, blue, white and black. While maintaining the true spirit of the picture, it at the same time gives ample play to the title, and also to the wonderful cast of players the picture has been invested with.

THE Foreign Legion Pledge OF

Vol. 3 No. 4



March 1, 1928

Famed French Fliers Warmly Eulogize "Wings"



Captain Dieudonne Costes and Lieutenant Joseph Lebrix, famed French aviators, about to enter the Criterion Theatre, New York City, to witness a screening of "Wings." As a passerby crossed the camera ahead of M. Lebrix, we have indicated the two fliers by crosses. The display forming the background is that which was put up at the time of the picture's opening almost nine months ago, and is destined to stay there at least another year.

The intrepid and internationally eulogized French fliers, Dieudonne Costes and Joseph Lebrix, whose marvelous flight from Paris to New York via Africa and South and Central America won the plaudits of the entire world, are the most recent aviators to have seen "Wings" at the Criterion Theatre, New York City.

On the evening of February 28th they witnessed Paramount's epic of the air in company with another great Frenchman, Rene Fouck; and at the intermission in the picture's presentation they were accorded a welcome, the spontaneity of which has seldom been equalled. They were in-

troduced to the audience from the stage by R. M. "Dick" Blumenthal, (assistant to Mr. Seidelman) who arranged for and managed the personal appearance, and they rose in their seats to howl to the thunder of applause.

At the picture's conclusion, Messieurs Costes and Lebrix gave unstinted praise to the technical superbness of the production, and also paid great tribute to its realism and the effective manner of its presentation. Above are the fliers outside the lobby of the Criterion, the lobby and exterior of the theatre being decorated for the occasion with French and American flags.

Les Aviateurs Francais Costes et Lebrix voient "Wings"



THE FOREIGN LEGION PLEDGE



THE FOREIGN LEGION PLEDGE of Paramount is published in the interests of Paramount Legionnaires the World over. It is accepted that they know the contents to be Strictly Confidential.

ADJUTANT: J. H. Seidelman. EDITOR: O. R. Geyer. EDITOR (Pro. Tem.): Albert Deane. ASSOCIATE EDITORS: R. M. "Dick" Blumenthal, George Weltner. FOREIGN LANGUAGE EDITORS: J. Ventura Sureda, Arthur Coelho, José Cunha, N. Vandenstein, Miss Gertrud Wiethake.

Vol. III. March 1, 1928 No. 4

Lasky's Desk Shipped to Argentina

Letter of 1927 Greater to 1928 Paramount

Paramount Studio News

New Box Office Triumphs Coming Every Week

"The Last Command" Sensational Hit

Foreign Legion Prize Winners Named

NEW EMIL JANNINGS RELEASE SCORES IN FOUR KEY CITIES, BREAKS ALL RECORDS IN N. Y.

Seven New Film Writers Coming To Lot

The "Last Command" is a box office smash. Chicago exhibitors in line of the leading first-run of the country—New York, Chicago, Los Angeles and San Francisco—have secured one of the great triumphs of motion picture history.

In New York, the Radio City, the Jannings picture broke all house records, taking the grosses made up by RKO, leading from the records over the weekend of the picture. It will around the same figure for the second week. It was impossible to stand out in the Radio, Grauman and Century theatres and the completion of those shows in such cities as New York, Chicago and San Francisco, report that they had no room for more picture exhibitors and would probably bring over.

Whether the film is selling in other cities is not known, but it is believed that it will be successful in all the cities. "The Last Command" has broken all records in the history of all kinds of pictures.

RESEARCHERS HEAR ADDRESS ON FILM

Picture editors of the present day are in a position to make a great deal of the history of the motion picture industry. The address was given by the late Dr. J. H. Pate, who was one of the great picture makers of the past.

LAST MINUTE NEWS

Paul Lukas, "The Barrow" and "The Barrow" are reported to be long term contracts.

Adolphe Menjou plans to travel through Europe, beginning in May.

Frank Tenth and Gregory La Cava receive word of approval. Tenth to direct on Richard Dix and La Cava to direct on Billie for Richard Dix.

"The Wouldn't See You" is a comedy by John McDermott.

Great New Production Drive On For Next Two Months

ONCE AGAIN we reproduce the front page of "Paramount Studio News." This time our aim is to show you the splendid representation that the Foreign Legion received in a recent issue. Note the line across the top of the page. Note, also, the first column article telling of the outcome of the Drive. Though the type is rather small, this article is perfectly readable.

WE SHOULD EVER CONTINUE TO LEARN ABOUT INTERNATIONALISM

From the February 10th issue of the Brooklyn (U.S.A.) Central, official organ of the Brooklyn Y.M.C.A., we reprint an extract from an editorial on "What Is Internationalism?" The article was written by Dr. Herman H. Horne, of the School of Education, New York University.

In his 1927 Christmas greeting President Coolidge defined Christmas as not a time or season but "a state of mind." Changing the emphasis somewhat, we may say Internationalism is an attitude of mind. It is peace and goodwill between nations. It is Christmas spirit, not from Christmas to New Year's but from New Year's till Christmas.... Tolerant is necessary to Internationalism. We must be willing that those different from ourselves should live and enjoy the same rights as ourselves.... The foreigner must be understood. His ways are not our ways; neither are our ways his ways. We are as foreign to him as he is to us. We must be willing to understand him and seek to do so. This will benefit ourselves and not injure him.... We must enlarge our conception of the stranger.... The stranger should be regarded as a friend until he shows himself to be an enemy, not as an enemy until he shows himself to be a friend.

"W E"—THE WORD THAT MAKES THE WORLD GO 'ROUND

When a fair-minded young stalwart named Lindbergh rang the word "We" around the world in May of last year, he did not invent this word, nor did he bring into play a word that had drifted out of use. Instead, he voiced a word that is the very spirit and soul of every worthwhile achievement.

Everything great and fine in this world today has been wrought upon a foundation of We's. A foundation of I's has never been a stable base for anything worth while since the world began. I's are compounded of selfishness and short-sightedness; but We's are created from confidence, sincerity and an unselfish desire for cooperation.

There is no better instance of this than the one provided by our own Foreign Legion. The greatest Drive for tangible results we have ever held has just been concluded, and its results announced. From that Drive, four divisions secured Desks as prizes and all of the divisions secured merited glory.

But there would have been none of this if the spirit of "I" had prevailed. As a matter of plain fact there would have been nothing at all creditable if "I" had been the dominant spirit. Instead, there was the grand old "WE" spirit—the "One for all and all for one" spirit that has conquered bridges and left them unburned—and this was the spirit which brought individual victory to each of the divisions.

It was the spirit of "We will make that sale!", or "We will have representation for that territory!", or "We will get Quota—without any may-be's"—and the "We" spirit triumphed in a fashion you know only too well.

There were some divisions whom barriers of unsurmountable circumstances forced to stay below quota in the great Drive; but as Theodore Roosevelt said: "It isn't the score that counts, but the way you play the game!" And the game was played in every instance, by every division, in the "We" fashion. And that is how it has always been with the

Auf vielseitigen Wunsch Wiederaufführung

CHANG

1 1/2 Jahre im slamesischen Urwald

Wochentags 7 9

Schneid und Sonntag 5 7 9

UFA-PAVILLON

Am Hollendorferplatz 5

Vorverkauf an allen Theatern, Kassen A. Wertheim und ab 12 Uhr unmittelbar an Ufa-Partien

Legendenhafte haben Statistik Ermäßigte Preise

RETURN. Here's proof of the super-popularity of "Chang" in Berlin — an announcement of a return season of Paramount's jungle melodrama to the German capital.

Foreign Legion of Paramount in every achievement: the stalwart "We" linking the hands and hearts and ambitions of every Legionnaire with his fellows and leading them all on to success.

As has already been said, Lindbergh didn't discover "We," or even revive the word; he simply brought long overdue recognition to the greatest word of the language of human understanding. "We" has a just as effective

counterpart in every language and dialect in the world today.

We used it in our renowned 37 languages to make last year the greatest year in the history of Paramount's Foreign Legion. We have always used it to make every year greater than the preceding one: just as we will use it this year to make 1928 the supreme token of your regard for keeping Paramount ever in the lead throughout the world.

And whether you say it as "We can do this" or as "We can do this," the result will be the same. It is the "We" that triumphs, whether you emphasize it or not. For "We" is the spirit of inexhaustible service—and its other name is "Cooperation."

Here's to the spirit of "We"—the Spirit of Paramount's Foreign Legion.

Emil E. Shauer



THE FOREIGN LEGION PLEDGE



LEGION'S LEADER RETURNS WITH GLOWING STORY

Mr. Shauer's European Report Bespeaks More Marvelous Future

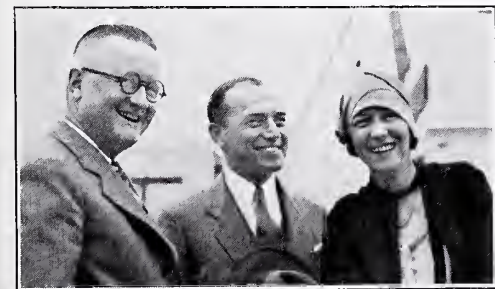
February Ninth was a grand day for the Legionnaires of Home Office; it brought Mr. and Mrs. Shauer back to the Crossroads of the World after weeks and months of traversing the roads which meet at the Paramount Building. They were given a characteristically warm reception by the entire organization.

Mr. Shauer accomplished a terrific volume of work: this much we know, but we also know that its details will only come forth in actual announcements of facts at appointed intervals, and during the greatness of the forthcoming spring convention. His itinerary during the trip was a most comprehensive one, taking him to England, France, Italy, Spain, Egypt, Greece, Hungary, Jugoslavia, Czecho-Slovakia, Austria, Germany, Poland, Holland, Belgium and finally back to France. In these countries he accomplished great amounts of work in incredibly short spaces of time, visiting theatres, meeting local representatives of the organization, granting interviews, and generally studying the local conditions. His findings and experiences would indeed fill volumes and, who knows, they may be used one of these days in a book to tell the great story of Paramount's Foreign Legion.

In every country visited, the warmth of the welcome of the Paramount Legionnaires touched Mr. Shauer very deeply. His thanks to all for the many courtesies done for him would indeed fill an entire issue of The Foreign Legion Pledge, but he is certain that all who met him and did so many acts of gracious kindness will understand his thanks for their actions.

His absence from New York of almost four months marks the longest visit he has paid to Europe in years. It was, furthermore, an indication of the very vital nature of the announcements which Mr. Shauer will make in due course.

JOHN C. WRIGHT REACHES THE LAND OF THE BLUE RIBBON BUNCH



Here is Managing Director John W. Hicks, Jr. greeting Mr. and Mrs. John C. Wright when they reached Sydney, Australia, on the steamer Sierra. Mr. Wright received a further very inspiring welcome from the other members of the Blue Ribbon Bunch.



The Legion's Inspiring Leader

DE HEER SHAUER IS TERUG IN NEW YORK.

Het Hoofdkantoor verheugde zich op den 9n Febr. den Heer Shauer na terugkeer van diens reis door Europa, op 'het kruispunt der wereldwegen' te kunnen verwelkomen. Hij repatrieerde met de 'Berengaria' en tengevolge van den zwaren mist, moest het schip een vollen dag in de 'Narrows' blijven liggen, voordat het kon opvaren naar de pier. De Directie van Paramount stelde levendig belang in de indrukken, welke de Heer Shauer van zijn snelle Europeesche inspectiereis meebracht.

LISTEN TO THE GAUCHOS — AND THEIR PLEDGE OF '28

Directly he heard the great news about the Desk Drive results, Mr. Shauer sent congratulations to the winners from Paris. The message to Argentina, Uruguay and Paraguay went by cable, and following its receipt, General Manager Fred W. Lange sent the following cable to Mr. Shauer:

Thanks for your compliments our winning second place. Congratulations to winners of first place. We Gauchos will recognize no peers in 1928 and our steps for comeback to first place already set. Regards to you and to all Legionnaires.

(sgd.) Lange and the Gauchos.

"The Hundred Percenter's" Tribute to Mr. Shauer and the Foreign Legion

Under the heading of "Emil Shauer Returns from Three Months in Europe," a recent issue of "The Hundred Percenter," the Domestic Department's house organ so ably edited by Leon Bamberger carried the following fine story of the return of the Foreign Legion's Leader:

Mr. Emil Shauer, General Manager of Paramount's Foreign Department, arrived at the Home Office last Thursday after a three months' trip which embraced practically every European country as well as a visit to Egypt. Accompanying him were Mrs. Shauer, and the very warmest greetings from Mel Shauer to all his friends on this side of the big pond.

Mel, we are advised, is in fine health and spirits and is kept busy day and night delving into exchange and theatre conditions all over the European map. His stay there is still of indefinite duration.

We spent about two hours through the graciousness of Mr. Shauer, listening to a recital of Paramount business abroad which was intensely interesting, illuminating and frequently amazing, and we can promise you a great treat when you are privileged to hear him at the spring conventions.

More than ever before we came to realize the vicissitudes encountered by our Foreign Legion everywhere in their task of building Paramount revenue, and how, as has oft been repeated from convention platforms, we over here have a veritable cinch to make our quotas as against our brothers over the seas. Notwithstanding conditions that would make many a domestic manager or salesman throw up their hands in despair, the Foreign Department made their quota for 1927, and the increases shown by the majority of the countries are truly astounding.

Mr. Shauer asks us to send his cordial regards to everyone in the U. S. A. and Canada, and his message of intense gratification that we are paying the current tribute to Mr. Lasky. We at the Home Office are mighty happy to have him again in our midst, for his genial personality and steadfast enthusiasm are an inspiration to all with whom he ever comes into contact.

THE PACE IS GOING TO BE A SCORCHER THIS YEAR

Only two months gone to date, and look how the challenges are flying! In this issue alone!

Two-fisted cables from Brazil and Argentina, one signed "Day" and the other signed "Lange." And letters that should make the remainder of the world look to their laurels, written over the signatures of "Messerli" and "Souhami."

Study these messages on the other pages. Undoubtedly you'll have something to say about just how true they are.

"STUDIO-JOURNAL" PARLE DE NOTRE CONCOURS

"Les Nouvelles du Studio de la Paramount"—Le Journal officiel du Département de la Production,—acorda grande importance aux résultats de notre concours pour les divers bureaux.

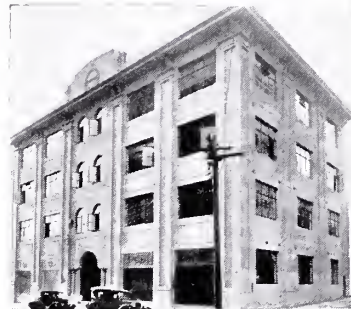
L'inscription en tête, en première page, annonça que "Le Bureau de M. Lasky Va à L'Argentine" —, et la première page contenait un résumé du Concours et des gagnants. Nous avons reproduit cette page dans une autre section de ce numéro du Foreign Legion Pledge.



THE FOREIGN LEGION PLEDGE



Stacks of Pace-Setting Pep From Here During 1928



Much has been told you about the splendid new home of the Blue Ribbon Bunch in Sydney, Australia. Here it is our privilege to give you camera substantiations of all that has been said regarding the Australian headquarters, the exterior view of which is shown in the center of the flock of photos. At top-left is Managing Director John W. Hicks, Jr., in his office; and at top-right is General Sales Manager William R. Hoggan. In the next scene strip, reading from left to right are: Advertising Manager Hermann E. Flynn, Ad Sales Manager Cleave J. Shepherd, Secretary-Treasurer

James A. Sixsmith, Customs and Shipping Manager Charles E. Gatward (farthest from camera), and Purchasing Manager Frank Deane. The left and right scenes in the next strip are, respectively, the general office and the film vaults. In the lower scene strip are shown: Assistant Sales Promotion Manager Mel G. Lawton, the main publicity department, Sydney O. Herbert, in charge of releases, and also responsible for the organization detail in connection with the construction of the building; the projection booth, and the film inspection department, showing some of the film girls.

SPAIN ISSUES MINIATURE STORIES OF THE FILMS

One of the finest pieces of exploitation we have seen in a long while comes to us from Spain in the shape of a series of miniature booklets, with covers in color, and each one telling in pictures and text the story of a Paramount picture, or a Paramount release.

These booklets have been issued for a number of pictures, including "Chang," "Moana," "The Wanderer," "Hold That Lion," "Behind the Front," "The Vanishing Indian," "College Days" and "Peter Pan." One million copies have been printed for each picture, and each copy carries on the cover the mention of a Paramount Picture and the Paramount Trade Mark. Also a picture of a scene or a star.

Each booklet measures 2 3/4 inches deep by 2 inches wide; and the purpose of the booklets, as indicated by the titles of the pictures, is for circulation among children.

The idea is a tremendously commendable one, and we most cordially tender the Matador Division of Spain our congratulations on their work. Such work will make the Matadors very hard to eclipse during this great year.

THE FOREIGN LEGION PLEDGE → **"We Will!"**

LEGIONNAIRE OF NORWAY CELEBRATES BIRTHDAY ANNIVERSARY IN MOST PRACTICAL FASHION ON RECORD

On January 19th last, Erling Eriksen, Paramount's representative in Norway, celebrated his 50th birthday anniversary. He celebrated it in what we believe to be the most practical fashion in all Paramount history. In order that you may know just how practical the fashion was, we are reprinting herewith the letter of Carl P. York, Paramount's general manager for Scandinavia, which was written to J. H. Seidelman, assistant manager of the Foreign Department. The letter says:

On January 19 our representative in Oslo, Erling Eriksen, celebrated the 50th anniversary of his birth and in accordance with the Scandinavian custom a big dinner party was arranged for him at which I had the pleasure to be present. The whole party, however, had more an appearance of a Paramount celebration than of being Erling's birthday.

In honor of this big day Erling had arranged for a Paramount week in Bergen, the second largest city in Norway, where he had succeeded in getting the communists to run Paramount pictures at every theatre in the town for a whole week. This has never been done in Scandinavia before and the fact that Erling succeeded in putting it over in a city where the local Government controls all the theatres is greatly to this credit.

I am enclosing herewith newspaper clippings showing the great publicity we received during this week in Bergen and also two photographs of the best houses up there which will show you how they were decorated during the Paramount week. The big sign on the building reads "Paramount films are being shown at all theatres," and you will also note the number of Paramount trademarks which are very much in evidence.

I am also enclosing a photograph of Mr. Guttorm Jensen from Bergen, who is the manager for all the houses in this city and who was



Mr. Guttorm Jensen, in charge of all Bergen's motion picture theatres, and the gentleman who did such marvelous work in arranging for the first Paramount Week celebration in Scandinavia.

New York. It gives the entire history of Paramount Famous Lasky Corporation and its founder, Mr. Adolph Zukor, explaining that it is the largest film corporation in the World making the best pictures in the World. A big Paramount dinner was arranged in Bergen at which the chairman of the Oslo Theatres, Alford Myrstad, presided together with Mr. Jensen. Special mention was made of the wonderful pictures Paramount has delivered this season. The greatest quantity as well as quality ever turned out by any producer in one year. On the whole this first Paramount week in Scandinavia proved a big success and I am sure that there is not a man, woman or child in Bergen today who does not know what the word "Paramount" stands for, and everybody must have gotten a very fine impression because the pictures shown that week were "The Rough Riders," "The Way of All Flesh," "Service for Ladies," and "The World at Her Feet."

At Erling's dinner 25 prominent film people from all over Norway were present. Many speeches were made and be sure Paramount got more than an even break with Erling on this great occasion. I am also enclosing a sample of the menu card. On the front page you will find Erling Eriksen as he looks today and on the back page you will see the Paramount baby of Norway only a few months old. The dessert consisted of ices which were served in the shape of three big Paramount buildings, each one about two feet high and an exact model of the original, with the American and Paramount banners waving from the towers. It was a great party and it gave me new evidence of the interest Erling Eriksen takes in Paramount. He was very sorry that you were not present on this occasion and so was I, because I realize how it would have pleased you to have seen such Paramount spirit in a country where exhibition is entirely in the hands of the communists. Many fine speeches were made by the officials of the local Government representing the theatres and they were loud in their praise of the Paramount or-



IN BERGEN. One of the theatres in Bergen, Norway, which celebrated the Paramount Week mentioned in Carl P. York's letter on this page. Note the grand display of Paramount Trade Marks.

ganization, and both Erling and myself were busy replying by complimenting them on being the first to hold a Paramount week in Scandinavia.

With kindest regards, I remain,
Sincerely yours,
(sgd.) Carl P. York.

"WINGS" ("LES AILES") COMMENCE SA TRENTE ET UNIEME SEMAINE

Depuis son inauguration au Theatre Criterion, à New York City, le 12 Aout de l'année dernière, "WINGS" est maintenant dans sa 31ième semaine à ce theatre fameux. L'épopée merveilleuse des batailles dans les cioux a jouée dans beaucoup d'autres villes dans les Etats Unis comme "Super-Speciale" attraction, et dans chacune de ces villes, "WINGS" remporta un succès énorme.

"WINGS" est INTERNATIONALE. "WINGS" est une page de l'histoire de l'Aviation du monde, et "Wings" est l'un des plus grande films de la Paramount.

GREEK ANNOUNCEMENTS FOR TWO GREAT PARAMOUNT PICTURES

More sidights on Mr. Shauer's tour in the south eastern part of Europe are reflected by these two advertisements which have been taken from prominent newspapers of Athens, Greece. The smaller one is for "Chang," while the larger one is a rare example of an advertisement being set forth in two languages. This one is in Greek and in French, these being the principal languages spoken in Athens.



THE MENU. Back and front of the menu card for Erling Eriksen's fiftieth birthday ceremony. At left is Erling just a few months old. At the right he is shown some time later.

largely responsible for making this Paramount week a huge success, and who also was influential in giving Paramount such big and important space in the newspapers. There are six houses in the city and it is the best city in Norway with the exception of Oslo. Mr. Jensen used to be a private theatre owner in Bergen until the local Government took over all theatres, but gave him a chance to continue in charge of all the houses in Bergen.

I am not going to translate everything the papers say about Paramount as most of it is translations from various books received from



THE FOREIGN LEGION PLEDGE



Pictorial Sidelights on Mr. Shauer's European Survey

AT RIGHT is the group which gathered after the celebrated premiere of "The Way of All Flesh" in the Ufa-Pavilion Theatre, Berlin, on November 21st of last year. The names are reproduced on the photo, with Mr. Shauer in the seated row, second from the left.

BELOW. This is one of six celebrated interviews granted Mr. Shauer by the newspapers of Athens, Greece. All of the interviews occupied prominent places in the newspapers. We have reproduced along with this one the translation which was affixed to the page by the office which sent the paper. Note the prominence of the word "Paramount" in the interview; and note, also, the celebrated trade mark in close association with Mr. Shauer.



ΠΟΛΙΤΕΙΑ

ΚΟΙΝΩΝΙΚΗ ΚΑΙ ΚΑΛΙΤΕΧΝΙΚΗ ΗΧΩ

Επιμ. Λάοιερ

ΑΘΗΝΑΙ ΠΕΜΠΤΗ 29 ΔΕΚΕΜΒΡΙΟΥ 1927

Δια του υπερωκεανίου «Καρίνθιας της Κίουσας» Λάν άρχιναται σήμερα την ηρώων εις την πόλιν μας ό Γενικός Διευθυντής της Κινηματογραφικής Έταιρείας «Παραμουντ» κ. Έμιλ Σάουερ συνοδεία των κ. Ντιβίτ Σουζαμ, Διευθυντής του έν Ήλιος Κινηματοματίας της.

την τό ταξιδιόν του και να έπισκεφθή όλες τας Εθνωκρατίας Χώρους.
Ο κ. Σάουερ εινε άνθρωπος μεγάλης ενεργητικότητος και θαλασσία πάλι έλεον των μεγαλειότητων ή ες τις εκ των μεγαλιότητων και πάλιν δραστηρίων διοργανιστών του κόσμου. Έαν δε σήμερον ή Έταιρεία «PARAMOUNT» κατέστη εις έκ των ισχυροτέρων οργανισμών της γης, έαν σήμερον αλ τριταία της παγκόσμιου διάδοσης την ακριβήν μας, τοίτο όφειλεται εις τόν Ποδερβόν της κ. Αντόλε Γουόσορ, ό οποίος, ός γνωστόν, εινε όδύνην την καταγωγήν, και τόν κ. Έμιλ Σάουερ, όστις καθήκοντες, από του 1912 και έπειθεν, να έκτελείη τις έργασις της εις τό έξωτερικόν και να διοργανίση έναν γίγαντιον οργανισμόν Έπιτοκρατίας των Έξωτερικών άνταποστολιζόμενον πλήρως εις τας απαιτήσεις της σύγχρονον οικονομίας ζωής.



Ο κ. Έμιλ Ε. Σάουερ, Γενικός Διευθυντής του Τμήματος Έξωτερικού της Κινηματογραφικής Έταιρείας PARAMOUNT FAMOUS LASKY CORPORATION, ταξιδεύει και' αυτής μετά της σύζυγος του και του υιού του κ. Μελ-όιλ Ε. Σάουερ, ανά την Εύρωπην. Ο κ. Σάουερ, ό όστις έπισκεφθή περίοδωτον από τή φώρον την Ήλιος μας, συλλατα τον σφόν άδων να έπισκεφθή

Ο οργανισμός του Τμήματος Έξωτερικού της «PARAMOUNT» περιβαλλόμενος προς άλλως παραλλήλων και διαδογώντων τοιαύτων, εις διακόσιους. Η ένδειξις, ενδειχθήσας, διασημώς και έν γένει διάδοσης των ταινιών της «PARAMOUNT» εις όλην την ένταύτην, διεξτεταμένη διά της μεσοδότησεως 110 Έπιτοκρατίας των Έξωτερικών, γίνεται με πραγματικήν μαθηματικήν άκρίβειαν, εις τράπον ώστε ό κοσμοπόλιος όλος όργανισμός να καταστή όλην τήν παλιν εις τας χείρας του ανθρώπου αυτού.
Αραγε δε να σνεπηθή κανείς, ός οι τίτλοι των ταινιών της «PARAMOUNT» έκδηδονται εις 87 γλώσσας διά να οχηματίη μέγαν έλεον εις της άποδοχίαις των άργανισμών τας της άποδοχίαις.
Ο τίτλος του κ. Μελ-όιλ, ό όστις συνοδεύει εις τό ταξιδιόν του τόν πατέρα του, εινε και αυτός εις έκ των ευριστόων παραγοντών της «PARAMOUNT» και άναίτητος το τίμημα διαφήμιση των ένων της.
Η άφάξις του κ. Σάουερ στις Άθήνας σφειλάται ός καθόμιον με την έργασίαν του μέγαν προγράμματός της «PARAMOUNT» το όσον άπο καυτός μελέταται.

EMIL SHAUER.
Mr. Emil Shauer, General Manager of the Paramount Famous Lasky Corporation arrives today in our town accompanied by his wife and son.
Messrs Blumenthal, General Manager of the same Company in the Central Europe, and Mr. Souhami General Manager of the Italian Branches came on purpose to welcome him.
Mr. Shauer has visited more than 70 times our Continent and will visit now all the European countries.
Mr. Shauer is a man of great energy and is considered as one of the most active organizers in the world.
If the Paramount Film Co is today one of the greatest organizations, this is due to Mr. Zukor and Mr. Shauer who have made them unrivalled.
The rental and Publicity of the Pictures of this Company are made by IIO Branches with exemplary exactitude. The titles of the Films are issued in 37 languages.
Mr. Shauer's son is also a great producer of this firm and manages the Publicity Department.

IN WARSAW. Mr. and Mrs. Shauer are in the front of this group, and also in the front row is Mr. E. J. Lipow, district manager for Poland. Messrs. Ike Blumenthal, Mel Shauer, R. Jelinek (manager of the Warsaw office), and John C. Graham (almost out of picture), are in the back row. The picture was taken outside the Warsaw railway station.



ENGLISH ENGLISH NICELY PHRASED

London's "Kinematograph Weekly," in its issue of December 8th, carried a very forceful drawn likeness of Mr. Shauer, and beneath it the following caption: EMIL E. SHAUER. We welcome Paramount's General Manager of the Foreign Department and Assistant Treasurer, partly because his visits generally mean business, but mainly because we like him."

JANNINGS FILMT "DER PATRIOT"

Grosse Fortschritte sind an dem neuesten Emil Jannings-Film "Der Patriot" zu verzeichnen, in welchem Ernst Lubitsch die Regie führt. Es wird geplant, diesen Paramount Film, der eine ausgezeichnete Rollenverteilung aufzuweisen hat, an dessen Spitze Lewis Stone, Neil Hamilton, Florence Vidor, Tullio Carminati und Vera Voronine stehen, zu Jannings grösstem Erfolg zu gestalten.

O IMPORTANTE COMMUNICADO DESTA NUMERO

Na pagina tres deste numero do "Foreign Legion Pledge" apparece um comunicado do Departamento Estrangeiro da Paramount, de-veras importante. Está escripto em inglez, mas poderá ser traduzido em varias linguas. As traducções serão feitas pelos respectivos gerentes.

THRILLING SUPPLEMENT TO LAST MONTH'S SUPPLEMENT

You will readily recall that your copy of last month contained a supplementary insert on "The Last Command." This issue we are pleased to give you the very inspiring statement which Harold B. Franklin, President of West Coast Theatres, Inc. (U. S. A.) issued after witnessing "The Last Command." He said:

I have just seen Emil Jannings in "The Last Command." It is not only the best picture Jannings ever made but the best picture Paramount or anybody else ever made. We are going to back up this picture with a tremendous campaign. We will put every pound of energy and enthusiasm we have into exploiting it as the sensation of the country, the most electrifying picture ever to reach the screen.

BLAZING NEW TRAILS WITH EXPLOITATION IN AUSTRALIA

Advices from the Blue Ribbon territory tell of the great plans under way for the securing of the cooperation of the Royal Air Force in the presentation of "Wings," when the epic of the air opens in Sydney shortly. "Wings" is already hailed as a terrific winner by Managing Director John W. Hicks, Jr. and his gang of pepsters, and they are putting back of the picture a campaign of exploitation that will outshine any other performance in the history of the films there.

Another chapter in history was written when a still from "Huntingtower," the Paramount release starring Sir Harry Lauder, was published in The Sydney Morning Herald, one of the most respected and conservative newspapers in the British Empire. This was the first time that a still of a motion picture had ever been published by the Herald.



THE FOREIGN LEGION PLEDGE



IN CHARGE OF HOME OFFICE PURCHASING DEPARTMENT

Announcement is made to the effect that Mr. Frank Meyer, Assistant Secretary of Paramount Famous Lasky Corporation, has taken over the supervision of the Home Office Purchasing Department. He also retains the managership of the Paramount Long Island Laboratory.



Frank Meyer

Frank Meyer's association with Paramount dates back to the very earliest beginnings of the organization. He was with Mr. Zukor in the old 26th Street and 56th Street Studios, and was placed in charge of the Long Island Laboratory when it was built in advance of the studio there. He has undertaken for the company several important missions to Europe and India, and he joins the circle of Paramounteers who have circumnavigated the globe.

M. E. E. SHAUER DE RETOUR A NEW YORK

Les Membres du Siège Social, à New York, furent enchanté de souhaiter la bienvenue à M. Shauer, à son retour au "Carrefour des Mondes", le 8 Février. Un brouillard épais avait empêché le "Berengaria" d'entrer en port à temps, et son arrivée fut retardé de plus de vingt-quatre heures.

C'est avec très grand intérêt que les Directeurs de la Paramount ont entendu le récit, fait par M. Shauer, contenant ses observations sur les conditions générales de l'Europe, qui furent le résultat de son rapide voyage de quatre mois à travers le continent Européen.

TUTTI I TRIONFI PRECEDENTI SUPERATI CON "L'ULTIMO COMANDO"

La nuovissima cinematografia Paramount di Emil Jannings, "L'ultimo comando," ha superato tutti i trionfi che lo hanno preceduto nella storia del Rialto Theatre, New York City. La cinematografia è ora nella sua sesta settimana e durerà parecchie settimane ancora. Durante le prime quattro settimane, gl'incassi superarono i centosettantacinquemila dollari.

MELVILLE A. SHAUER IN EUROPE ON IMPORTANT FOREIGN DEPARTMENT MISSIONS

Although he sailed from New York with his father on October 26th last, Melville A. Shauer did not return on the Berengaria last month. Instead, he remained in Europe, with headquarters in the Paramount Theatre, Paris, engaged in carrying out many very vital pieces of work for the Foreign Department of Paramount. His travels had taken him through practically every country in Western Europe, and in maintaining contact with the various developments in these lands he has become engaged in a work of great magnitude.



Melville A. Shauer

Mel has written several times to Home Office and throughout all of his writing there has glowed his utmost admiration for Paramount's Foreign Legion, and his sheer joy at now being a member of it. We will continue to record his activities and achievements in these pages as they come to our attention.

GIANT PRODUCTION WAVE UNDER WAY

As we go the press there comes word from the Hollywood Studios of Paramount that 25 pictures are under way there, this constituting the greatest volume of production in the company's history.

Included in the line-up are Emil Jannings' mammoth picture "The Patriot," Pola Negri's new picture, "Three Sinners," a William Wellman production made from Jim Tully's celebrated book, "Beggars of Life," with Wallace Beery back into a dramatic role; and pictures being directed by Malcom St. Clair, H. D'Abbadie D'Arrast, Victor Fleming, Luther Reed, Dorothy Arzner and others.

LE PRINCE AU PLAZA

Le mois dernier, le Theatre palatial de la Paramount, à Londres —, Le Plaza —, fut honoré par une visite de Sa Majesté le Prince de Galles. Il était accompagné par le Duc D'Yorke et par d'autres Membres de la famille Royale. Ils étaient venus au Plaza pour assister à une présentation du film "Le Voyage Noir" (The Black Journey) —, tourné en Afrique par une expédition Française, équipée par M. Citroen, le fabricant de la fameuse automobile.

Avant la présentation, M. John C. Graham Représentant General du Department de l'Étranger, et M. Earl St. John, directeur du Plaza, furent présenté au Prince de Galles.

Looks Like Plenty of Tough Competition This Year!

THIS MESSAGE FROM MR. MESSERI, MANAGING DIRECTOR OF THE MATADORS, SPEAKS FOR ITSELF

To the Editor of The Foreign Legion Pledge:

When the Desks Drive started, the writer suggested that if the "Matador Division" were favored with one of the four prizes we would, in consequence, start in Spain a Drive between our branches offering as a prize my personal desk, which is going to be substituted by Mr. Kent's desk.

Mr. Emil Shauer and Mr. Mel Shauer, who visited this office last week, found the idea a good one, and they have asked me to transmit same to you, so that you can insert it in "The Foreign Legion Pledge" and see whether or not the other winning divisions could proceed along the same lines with their desks. The idea has taken well in Spain, and we are anticipating big competition between our branches to win my desk.

With kindest regards,
(sgd.) M. J. Messeri.

Editor's Note: It was away back in May, 1927, that Mr. Messeri first suggested the idea which is again outlined in his letter above.

DIVISIONS FOUR, TEN, TWELVE MEET IN SUPER-INSPIRING SOUTH AMERICAN CONVENTION

Representatives of the three South American Divisions — Brazil, Argentina and Chile — ended a wonderful Convention on February 18th with the sending of this cable to Mr. Shauer by General Manager John L. Day, Jr.:

E.E.SHAUER, NEW YORK

FIRST SOUTH AMERICAN CONVENTION INCLUDING REPRESENTATIVES OF DIVISIONS FOUR, TEN, TWELVE CLOSED TODAY IN DEMONSTRATION OF GREAT ENTHUSIASM. A VOTE OF APPRECIATION WAS EXTENDED TO MR. LASKY AND HIS PRODUCTION DEPARTMENT. THE SPIRIT OF THE CONVENTION WAS EXPRESSED BY ROMBAUER WHO IN THE NAME OF BRASIL VOLUNTARILY INCREASED OUR QUOTA TEN PERCENT. LANGE ON BEHALF OF THE GAUCHOS INSISTS THEY WILL WIN FIRST PLACE. THIS HOWEVER IS DOUBTFUL WITH CHILE AND BRASIL CONTENDING. PERSONALLY I HAVE THE GREATEST CONFIDENCE IN THE WORLD AND CHALLENGE THE WORLD ON NET RESULTS.

YOU'LL HAVE TO FIGHT HARD TO WREST THE LEAD FROM ITALY

Just before Mr. Shauer left Paris to return to New York he had a letter of thanks from Managing Director David Souhami, of the Italian Division. This letter tells its own story of how you'll all have to fight like a flock of lions and bulls and polar bears to take the lead away from Italy this year:

Rome, January 25.

Dear Mr. Shauer:

I received your very kind telegram from Paris, and my colleagues and I greatly appreciate your statements and sentiments expressed therein. We can assure you that we, as heretofore, will do all in our power to justify your confidence in our Italian Organization, and we shall ever be loyal to Paramount and to you. We are going to make a great fight to retain the position acquired by us this year. Cordially yours.

(sgd.) David Souhami.

Editor's note: Well, Italy, you're speaking in great company this issue. Look at the challenging company you are with, and look at what Argentina has to say on an earlier page.

THE FOREIGN LEGION PLEDGE → "We Will!"

LLOYD'S PRAISE TO PARAMOUNT'S FOREIGN LEGION

This is a small reproduction of the very splendid two-page letter that Harold Lloyd personally addressed to every member of Paramount's Foreign Legion. It was written from California on January 27th last and sent across the United States by air mail. The text of the letter is as follows:

To the Paramount Foreign Legion:

Again I want to thank the Paramount Foreign Legion for the wonderful press clipping book which, for the second time, has come to me as a most welcome surprise at Christmas time. To say that I appreciate the book is putting it mildly. I think it is one of the finest tributes I ever have been paid, for it expresses loyalty, effort, ability, and above everything else a sincere and personal effort by every representative in the Legion.

I would like to address individually each and every one who was associated with its gathering, but I feel I would have to address the entire Legion, for back of the book itself I can readily see that every cog in the world wide Paramount machine did its share in the collection and placing of the material.

I would like to have made quicker acknowledgment of this book, but I have been so wrapped up in my efforts to get "Speedy" out on time to keep our pledge to Paramount for an Easter release, that this is really the first moment I have had to write thanking you all for it.

May I take this opportunity of wishing every member of the Foreign Legion in the remotest parts of the world, a most successful and happy New Year, and in closing to again thank every one for their earnest and sincere co-operation with myself and the Lloyd Corporation.

Very truly yours,

(sgd.) Harold Lloyd.

HAROLD LLOYD CONSIDERING THREE NEW STORIES

Harold Lloyd has three ideas for stories to follow "Speedy" on which he is now putting the finished touches.

Public demand for another college picture, a reaction from the tremendous appeal of "The Freshman" has led Lloyd to give consideration to a second production with a collegiate background. The bespectacled comedian never has given up an idea he has cherished to produce a cub reporter yarn, and one of these days will be springing it.

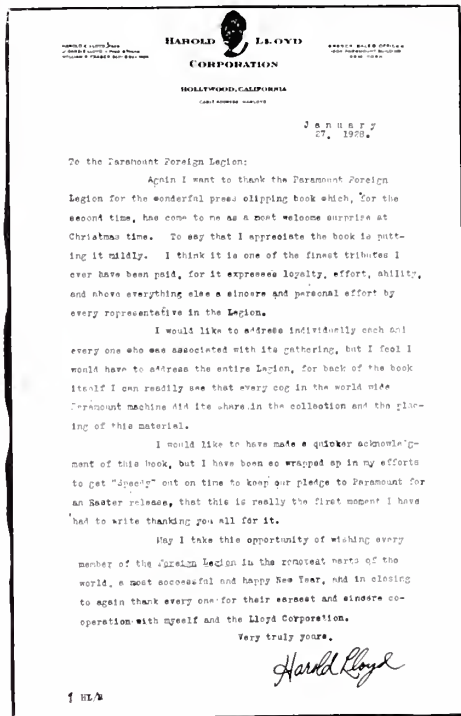
A third thought to which he will give much attention is centered in a mythical kingdom setting. He touched on this angle with "A Sailor Made Man" and "Why Worry," but the story which he now has back of his head is along entirely different lines than either of these offerings.

LLOYD GLASSES IN HAGUE EXHIBITION

The first pair of horned rimmed glasses worn by Harold Lloyd will be one of the feature exhibits at the first international exhibition to be held at the Hague, Holland, from April 14th to May 15th. This exhibition is to be one of the greatest of its kind ever held any place in the world and will draw exhibits from every place on the globe where motion pictures are produced.

The exhibits will be staged for the benefit of the Dutch Red Cross at the Groote Keninklijke Bazar. The purpose of this exhibition is to give a review as varied as possible of cinematography in all its phases, and to create international good will for the cinema.

The I. T. F. is to be divided into various sections, such as dramatic, culture, historic,



PREVIEW OF "SPEEDY"

Harold Lloyd's funsome "Speedy," made for Paramount release, was previewed in Los Angeles on the evening of February 21st, and the following telegram sent Messrs. S. R. Kent and E. E. Shauer by William R. Fraser, general manager of the Harold Lloyd Corporation:

"First preview 'Speedy' lived up to all expectations and will be one of Harold's topnotchers. Thrilling chase brings picture to stirring finish. When picture is in exhibition length it should be a whirlwind. Confidently believe 'Speedy' will be Lloyd's greatest picture in the foreign field for it has all the elements that appeal to audiences abroad."

technical, accessories, cinematograph, advertising and amusement. Each department is to be presided over by an internationally noted figure in the world of amusements.

Every film unit in the United States is being invited to participate in the exhibits, with one of the first invitations being received by Harold Lloyd. The comedian immediately decided to send to the Hague the horn rimmed spectacles which he recently had insured for \$25,000.

The "Committee of Honour" for the I. T. F. includes such noted names as Charles Tobin, United States Minister at the Hague, Dr. J. B. Kan, Minister of the Interior, Holland, Earl Granville, British Minister at the Hague, Baron A. J. P. Adlercreutz, Swedish Minister, Count Barba, Italian Minister and Baron Lucius Von Stoedten, German Minister.

"SPEEDY" TO HAVE MAMMOTH PRESS BOOK

"The greatest press book in the history of motion pictures" is the aim set by the domestic Advertising department in the preparation of the press book on Harold Lloyd's current Paramount release, "Speedy."

The book has been under way for weeks, and should leave the presses at about the same time as this issue of The Foreign Legion Pledge. The publication will also make history in that it is the first press book ever compiled by exhibitors, for the bulk of its material has been provided by the exhibitors of the nation who participated in the Exploitation Contest for the best campaigns for putting the picture over. To all of these campaigns there have been added every other possible device for putting the speed in "Speedy."

Actual editing and compiling of the press book has been carried out by Alvin Adams under the supervision of Advertising Manager Russell Holman; and there is a special Ad Sales supplement in four colors that has been designed and fashioned by Jerry Novat, under the supervision of James A. Clark in charge of the Ad Sales Department.

Watch out for your copies of the "Speedy" press book, and remember the urge to "Speed Full Speed with 'Speedy.'"

Lloyd Ads. From Faraway Spots

Here are two distinctly different advertisements incorporating Harold Lloyd. They come from faraway spots as Singapore and Berlin, each of which is far away from the other. The



Harold Lloyd
in der neuesten Lustspiel
Um Himmels Willen
Ein Harold Lloyd Konstruktion-Film der Paramount.

Ab heute bis Montag den 23. Januar:
Burg-Kino, Opernpl. 1, Johannisplatz 2
Königs-Kino, II, Johannisplatz 2
Königs-Kino, III, Johannisplatz 2
Lützen-Kino, III, Johannisplatz 2

Ab Dienstag den 24. bis Donnerstag den 26. Januar:
Theater-Kino, I, Teichbühl 7
Südkino, II, Praterstr. 12
Frieden-Kino, VII, Marienbühlstr. 10-12
Vergnügen-Kino, IX, Wilmersbühlstr. 12
Alte-Kino, X, Neubühlstr. 10

Florence Vidor, Leona Niemöller, Elvira Brook
Die süsse Sünde
(Die Schlafwagengefahrlichkeit)

Ein glänzender Erfolg von Ehe, Geliebten und Schwestern. — Ein Paramount-Film.

Ab heute bis Montag den 23. Januar:
Theater-Kino, I, Teichbühl 7
Südkino, II, Praterstr. 12
Frieden-Kino, VII, Marienbühlstr. 10-12
Lützen-Kino, III, Johannisplatz 2

Ab Dienstag den 24. bis Donnerstag den 26. Januar:
Burg-Kino, I, Opernpl. 1, Johannisplatz 2
Königs-Kino, II, Johannisplatz 2
Königs-Kino, III, Johannisplatz 2
Lützen-Kino, III, Johannisplatz 2

Vertrieb im Vertrieb der Paramount, Wien, VII.

Singapore ad. serves to show how Harold Lloyd can be regarded as a tonic, and he is used to symbolize this tonic because he is the best known and best liked screen star in the world, according to a recent survey. The Berlin advertisement reveals the fact that Lloyd's picture, "For Heaven's Sake," was being screened in ten of the foremost theatres of the German capital during the one week.

FIFTH YEAR AS INDEPENDENT

Harold Lloyd will celebrate the fifth anniversary of his advent into the field of independent motion picture producers with his latest and funniest picture, "Speedy," which Paramount will release in U.S.A. in April. It is because Harold Lloyd is an independent producer, releasing his pictures through the Paramount organization, that such pictures as "For Heaven's Sake," "The Kid Brother" and "Speedy" are most specifically mentioned as "Paramount Releases."

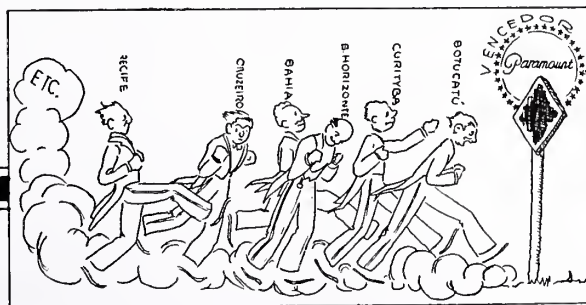
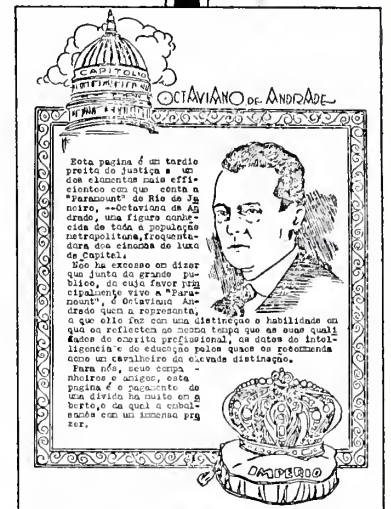
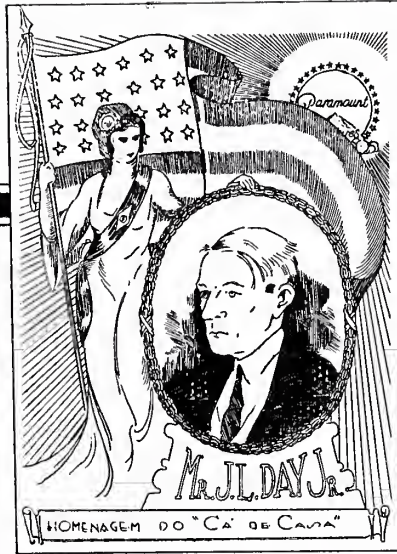
SPEED FULL SPEED WITH "SPEEDY"



THE FOREIGN LEGION PLEDGE

"We Will!"

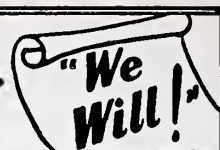
"Cá de Casa" Reflects the Peppiness of the Brazilian Legionnaires



From the marvelously effective Christmas issues of "Cá de Casa," the mimeographed magazine which reflects the spirit of the Paramount Legionnaires of Brazil, we have selected these ten pages for reproduction here. And in commending them to your attention, we cannot refrain from expressing our admiration at the superb quality of artistry which characterizes this publication.



THE FOREIGN LEGION PLEDGE



HOLLYWOOD HONORS JANNINGS

Hollywood bowed to Emil Jannings when one of the most colorful and distinguished assemblages of film folk and newspaper representatives gathered to pay homage to the greatest actor of the screen at a formal dinner held in Jannings' honor at the Biltmore Hotel in Los Angeles recently. The dinner was part of the ceremonies that attended the opening of the star's latest Paramount picture, "The Last Command" at the Million Dollar Theatre.

Among the guests were executives and stars of the various producing companies in Hollywood and the correspondents of all the newspapers and magazines represented at the film capital as well as of Los Angeles. Ernst Lubitsch, whose film creation, "Passion" brought fame both to Pola Negri and Jannings, also attended. Lubitsch is now directing Jannings in a new Paramount picture, "The Patriot," a story of the reign of the insane monarch, Czar Paul I, son of Catherine the Great.

Lubitsch came to the dinner in company with the entire cast of "The Patriot." The group included many dignitaries of the screen and numbered among its party Florence Vidor, Lewis Stone, Tullio Carminati, Neil Hamilton and Vera Voronina.

"HET LAATSTE COMMANDO" IN HET RIALTO THEATER.

Emil Jannings' nieuwste film, "Het Laatste Commando" heeft alle recette records van het Rialto Theater, in New York ver achter zich gelaten. De film wordt in genoemd theater reeds voor de zesde achtereenvolgende week vertoond en wij kunnen niet bij benadering zeggen, wanneer Het Laatste Commando zal plaatsmaken voor een andere productie. De recettes voor de eerste twee weken bedroegen meer dan honderd duizend dollars.

DIX TO MAKE BASEBALL STORY

Richard Dix, having lent his punch and athletic prowess to the boxing ring, the football field, and the auto race track, will next make a baseball story. This is to be "Kocking Them Over," which Paramount announces will be made at the conclusion of the star's work on "Easy Come, Easy Go."

"O PATRIOTA" E' O TITULO DO NOVO FILM DE EMIL JANNINGS

Os trabalhos do film "O Patriota", da Paramount, do qual é protagonista o celebre actor Emil Jannings, avançam rapidamente. E' uma pellicula de grandioso enredo e do elenco tambem constam os nomes de Lewis Stone, Neil Hamilton, Florence Vidor, Tullio Carminati e Vera Voronina.

KOLOSSALE ANKUENDIGUNG IN DIESER AUSGABE

Die dritte Seite dieser Ausgabe der Foreign Legion Pledge ist einer der grössten und wichtigsten Ankündigungen, welche je von der Auslands-Abteilung der Paramount abgegeben wurden, zugedacht worden. Diese Verkündigung ist in englischer Sprache abgefasst; doch wird dieselbe zum Nutzen jener, welche diese Sprache nicht beherrschen, vom jeweiligen Leiter übersetzt werden.

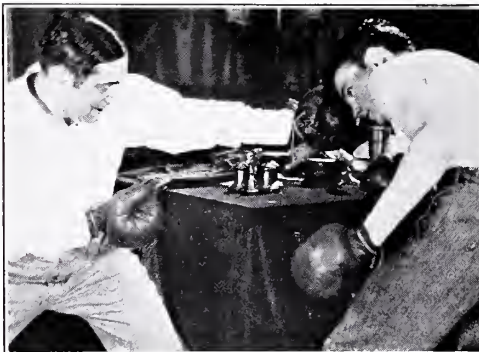
"STUDIO NEWS" HABLA DE LOS ESCRITORIOS

"Studio News", órgano oficial del Departamento de Producción de la Paramount, el cual se publica semanalmente en Hollywood, publica una interesante información acerca de los escritorios, en su número de 10. de febrero. Además de referirse con palabras llenas de encomio a los ganadores de los escritorios, "Studio News" publica las fotografías de los codiciados "desks", como verá el lector en otro lugar de este número, que gustosamente reproducimos.

INTERNATIONAL BEAUTIES



Pulchritude belongs to no one nation. Here's a Hollywood glimpse of three Paramount beauties, with their own national flags providing the background. At the left is Marietta Millner from Austria, Mary Brian of the United States is in the centre, and Vera Voronina of Russia, is at the right. All three will be seen in forthcoming Paramount pictures.



PUTTING IN PLENTY OF PUNCH

Ernst Lubitsch usually packs a great punch into his pictures, and the secret reason thereof is hereby revealed. This glimpse of daily training is going on on the very Paramount set where Lubitsch is directing Emil Jannings in "The Patriot," Lubitsch preferring to create the punch in the place where it is required.



FOR, AND IN, ALL LANGUAGES

Still another sidelight on the internationality of the motion picture is this off-set glimpse of the making of Adolphe Menjou's newest Paramount picture, "Captain Ferreol." Menjou, the star, was born in France. Beside him is the director, Lothar Mendes, who claims Spain, as the land of his birth. Nora Lane, is American; and Ernest Vajda, who adapted the story, is a foremost Hungarian playwright.

ORIGINAL TITLE WAS RETAINED

For purposes of record we are setting down here the fact that the W. C. Fields-Chester Conklin Paramount picture, originally titled "The Side Show," and then altered to "Two Flaming Youths," is being released in Great Britain under the original title—"The Side Show."

DIVISION ONE'S PUBLICITY IS STILL NUMBER ONE IN ATTRACTIVENESS

From Wardour Street, London, the mails bear eloquent testimony every week as to why Paramount Pictures are known throughout the length, width and depth of England, Scotland, Wales, Ireland and the neighboring islands. "Service," that service magazine so ably edited by Frederick Martin, comes to us loaded down with glamorous, glittering supplements, telling of the major reviews of the foremost Paramount pictures, graphically illustrating triumphs in city, town and hamlet. There is an issue just to hand with a broadside on "The Trumpet Call" that is large enough to cover portion of Manhattan. There's also a broadside announcing the May releases that's a not-so-distant relation to a twenty-four-sheeter, and a gold and silver sheet announcing the Paramount Short Features that's as attractive as a sunshiny day in Spring.

Great work! Watch its peppy influence on the quota-getting work of Division One throughout 1928.

DER PRINZ IM PLAZA

Im vorigen Monat wurde Paramounts prachtvoller Plaza Theatre in London mit dem Besuch Seiner Königlichen Hoheit, dem Prinzen von Wales, beehrt. Er befand sich in Gesellschaft des Herzogs von York und anderen Mitgliedern der königlichen Familie. Die Gäste wohnten der Vorführung des berühmten Reise-Films "Die Schwarze Reise" bei, welcher von einer französischen Expedition, die der bekannte Automobilfabrikant M. Citroen ausgerüstet hatte, in Afrika gefilmt wurde. Vor der Vorführung im Plaza wurden die Herren J. C. Graham, der leitende ausländische Repräsentant und Earl St. John, der Direktor des Plaza, dem Prinzen von Wales vorgestellt.

AVISO IMPORTANTE EN ESTE NUMERO

Nos permitimos llamar la atención del lector hacia la página 3 de este número dedicada a uno de los anuncios más importantes y trascendentales jamás salidos de las oficinas de la Paramount. Aunque está redactado en inglés, los legionarios que ignoran ese idioma lo leerán traducido a su lengua nativa por los respectivos gerentes de cada División, pues, como dejamos dicho, es de sumo interés.

"LA ULTIMA ORDEN" BATE TODOS LOS RECORDS

"La última orden", la más reciente de las películas interpretadas por Emil Jannings, ha batido todos los "records" de taquilla en el Teatro Rialto, de Nueva York. Hace seis semanas que este "film" se estrenó en dicho teatro y su exhibición durará otras tantas. Durante las dos primeras semanas de su exhibición, las entradas de taquilla alcanzaron a cien mil dólares.

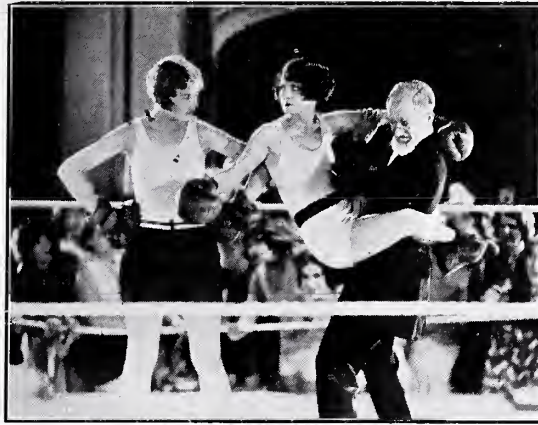
WHY "WINGS" IS SO REALISTIC

Louis D. Lighton and Hope Loring, the team of continuity writers who prepared the script of "Wings," are aviators themselves. Lighton served as an instructor in aviation during the World War, as did John Monk Saunders, author of "Wings" and also "The Legion of the Condemned." His collaborator, Miss Loring, who in private life is Mrs. Lighton, has the scars of seventeen stitches on her head as the result of a crash on the occasion of her last venture in the air.

William A. Wellman, thirty year old director of the great picture, was an ace with the Lafayette Escadrille. Richard Arlen, one of the leading actors, was a pilot in the Royal British Flying Corps. Norman McLeod, who contrived the comedy situations for "Wings" also was an airman in the Allied forces.



THE FOREIGN LEGION PLEDGE



COMING CHRISTIE WINNERS. Three glimpses of frolicksome funniness now en route from the Christie Studios. In the first we depict Jack Duffy using cavalier methods in halting Ann Cornwall's fistic proclivities. In the center we have rightfully placed six Oculist's Prescriptions (Tonic for sore eyes). At the right are Bobby Vernon and Doris Dawson something so un-mirthful that we can only conclude it to be love.

PARAMOUNT SHORT FEATURES ARE LONG FAVORITES

AS YOU SO WELL KNOW: Paramount Short Features are not merely so many reels of film designed solely to be screened around the world as fancy dictates. They are something more than that. In the first place, they are vital parts of the programme of every exhibitor who is worth his salt: in the second place they are providers of genuine entertainment to every screen fan who knows what he wants: and in the third place they represent real and very tangible Paramount investments. Any one of these three entitles them to the fullest share of your interest and energies: the three combined present an irresistible appeal that you shall not fail to heed.

This introduction serves, then, to tell you what Paramount Short Features are: the remainder of the page is designed to show you what they are.

A CUP FOR "MISS KRAZY KAT"



Here, in a supplementary scene to the one shown in the center, we depict Charles B. Mintz, head of the organization making Krazy Kat films for Paramount distribution, presenting a silver cup to Miss Phyllis Emerson who was adjudged the winner in a contest to select "Miss Krazy Kat." The contest won a lot of national prominence, and the idea is passed along in order that you may be afforded the opportunity of staging a similar contest in your own territory. The costume is a simple one

and can be relied upon to add to the attractiveness of the wearer.

SHORT FEATURE REVIEWS

(By G. W.)

KRAZY KAT CARTOON—"Tong Tied"—Krazy Kat is playing nursemaid to a very precocious baby, who escapes from the house in a Chinaman's laundry basket. Krazy goes to rescue him at the laundry and becomes mixed in a tangle of pigtails and Chinese dragons. In the end Krazy streaks towards the distant hills followed by an infuriated dragon. The comedy touches come at most surprising points and with much success.

CHRISTIE ALL STAR—"Halfback Hannah"—Anne Cornwall is the star halfback of a finishing school's team. The villainess has her placed in an insane asylum through a clever ruse. The comedy centers upon her endeavors to reach the football team in time to



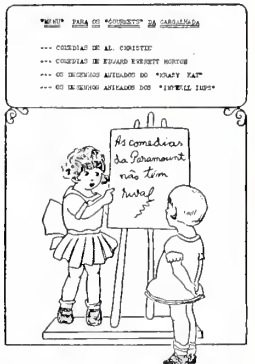
THE FOUR FINALISTS. Here are the four young ladies who faced the judges when the selection had to be made to decide "Miss Krazy Kat." The winner, Miss Phyllis Emerson is second from the left.

win the big game by that much needed touch-down. A good Christie.

JIMMY ADAMS—"Love Shy"—One of the best Christie comedies ever produced. Besides Jimmy Adams, Billy Engle and a competent supporting cast, the picture has by far the most intelligent dog yet filmed. The manner in which this dog prevents a wedding, aids

PARAMOUNT SHORT FEATURES BEING POPULARLY RECEIVED IN BRAZIL

Our depiction is of a full page which was devoted to Paramount Short Features in the Christmas number of "Cá de Casa," that great house organ of Brazil which inspires so much enthusiasm. Though it is published entirely in mimeograph form, it contains such an abundance of excellent illustration, contrived with such remarkable fidelity to the originals, that we are moved to the greatest admiration by it.



in the hero's escape, and imitates a skunk in appearance is one of the outstanding bits of dog acting on the screen.

BOBBY VERNON—"Bugs, My Dear"—Bobby Vernon, Billy Engle and an excellent supporting cast get together for two reels of real laughter. Billy Engle, a bug collector, has borrowed a very rare and expensive bug from the National Museum. The bug escapes and as Billy Engle is the father-in-law in this case, Jimmy Adams and the girl set out to capture the bug. The chase takes them through many queer places, but in the end they emerge battle-scarred, but victorious. A Christie gem.

INKWELL IMPS—"KoKo Goes Over"—KoKo appears in a big war special. He and his dog friend go out to slay the enemy, which they do with great success, in imagination. When the enemy actually appears and attacks, they show far more courage in their endeavors to elude said enemy and make way back to the sanctuary of the inkbottle.

Listen In, Paramount

OUR BATTLE

“Greatest

HERE'S WHY—

1. We'll have Biggest
2. We'll have Best D
3. These will produc
4. Brought about by

All of which must inevitably result in 1928

Quotas and all vital details of the 1928 Contest are on...
powerfully in mind the following elements that will h



“Greatest Year!”

- A. *The Gross Rentals from Jan*
- B. *The Operating Cost of your*
income, and in comparison
- C. *Your income from, and dis*
- D. *Your Increase of Income ov*
- E. *Your Percentage of Quota.*

Each of the above will earn a stipul...
course the sum total of these points w...
Drive. . . . Meanwhile it seems super...
with the vision and foresight for mak...
ready the ones whose efforts seem m

Watch for Full and Attractive Details of the Contest next issue! And also fo



THE FOREIGN LEGION PLEDGE →



ers *Around the World*

RY FOR 1928

t Year!"

and Finest Paramount Pictures.
tribution and Widest Circulation.
Greatest Results and Highest Gross.
ost Complete Supervision.

itnessing the Mightiest Contest in our history.

ir way to you now. Meanwhile we urge you to observe
o important in guiding the destinies of the contestants:

ary 1st to December 31st, 1928
territory, both in relation to
with last year.
tribution of, Ad Sales.
r that of last year.

l number of points for you, and of
determine your final standing in the
us for us to add that those Divisions
an early and effective start, are al-
likely to be crowned with victory.



"Paramount Around the World"

the Publication that will take the place of The Foreign Legion Pledge!



THE FOREIGN LEGION PLEDGE



PARAMOUNT NEWS IS THE WORLD'S BEST NEWS

JUST WHAT THE PARAMOUNT NEWS MEANS TO THE PARAMOUNT ORGANIZATION

Paramount News has just completed the first six months of its everlasting campaign of service to the picturegoers of the world. In that six months' period there have been wrought such accomplishments as should make every Paramount proud and glad. They are accomplishments which perfectly mirror Paramount prestige and the eternal aim of Paramount in providing nothing but the best that money, brains and equipment can provide for the entertainment of the world's screen fans.

Commencing operations with but a comparatively scant notice, the organization of Paramount News whipped itself into a high-powered provider of news reel material in a record time. It adopted the slogan of "The Eyes of the World," and took for its aim and purpose the catchline of "Wherever it happens, a Paramount News cameraman is there."

The answer you well know. Paramount News is today distributed throughout the world. It is not only "The Eyes of the World" but it is also "The Favorite of the World." Paramount Legionnaires the world over have taken a particular pride in giving to Paramount News the finest possible distribution within their powers. They have regarded the Paramount News as still a further token of the world-wide supremacy of our organization, for it gathers the news from as many faraway parts of the globe as our own Paramount Pictures are screened in.

Moreover, every Legionnaire views in Paramount News one of the greatest publicity factors we have. Merely to say "Paramount News" means not only a mention of the word 'Paramount,' but also by the very nature of that word, it indicates our News to be the paramount News of all. There is, furthermore, the publicity given our trade mark on every subtitle in the picture.

The angles to the value of the Paramount News are many, and all are vital. By the very fact of recording an important national event on the celluloid strip of Paramount News and giving it distribution throughout the world, we are adding immeasurably to Paramount's goodwill in that country, as well as being of distinct service to exhibitors throughout the world in giving them that news within the briefest possible space of time.

When we, as an organization, adopted the slogan of "Paramount—the Whole Show" we placed upon the Paramount News our endorsement of this Short Feature as an integral and very vital part of our distribution activities. Without the Paramount News we could not be "The Whole Show"; with it we are.

These are forceful facts that every Legionnaire should be wholly in possession of, and in sympathy with. They are the facts which prove how very vital Paramount News is to the Paramount organization. They should be the facts which should enthuse every Legionnaire with the aim of placing Paramount News on every possible screen within the limits of his territory, and of having Paramount News screened there regularly week after week, to become a regular institution, with the faith of the patrons in its authenticity, and with their thanks for its entertainment qualities.

And remember this: the Paramount News is great now, but it is going to grow greater and finer and more far-reaching in its scope with the passing of the months.

—AND EVERYWHERE EVENTS DID GO, THE NEWS REEL MAN WENT TOO



It can never be too high, or too far away, or too remote or too hazardous for the Paramount News cameraman. If it's in the miasmas of Manchuria, the depths of the Deccan, the sun-swamps of Sumatra or the violent vividness of the veldt, the Paramount News cameraman is there with his Akeley on his shoulder and his toothbrush in his knapsack. He'll brave cold, heat, mirages, tse-tse flies, mosquitoes, bats, bogeys, animals, customs officers, plagues, perils, vampires, blondes, brigands, storms, rages, bullets, tempest, blowpipes, hunger, thirst—and any other discomforts that you can think of, merely to gain his pictured story.



We have a few instances here to picture our claim. The man in the pit with the tank going clear over him is cameraman James B. Buchanan, and the pictures were made at Fort Benning, Georgia (U. S. A.). In the other scene is cameraman J. Doren, who made a special trip into the icy fastnesses of Lapland for the purpose of filming the Laplanders in their native habitations.

A MIRROR OF LIFE ITSELF

(By G. W.)

Recently a well-known author stated that he had stationed himself on a busy street corner and seen more of romance and comedy and drama in the faces and actions of passersby than ever could be contained between the covers of a novel. He had witnessed reality.

The world's public, comfortably seated in a modern theatre, gazing enraptured at a News Reel scene taken in a distant land is figuratively standing on that busy corner.

A fire scene flashes on the screen. Firemen enter a burning building. Ambulance internes carry their sorry burdens away on stretchers. There will be no director's shout of "lights" to terminate this scene. The wounded will not smilingly arise and light a cigarette. The flames will not suddenly cease. It is reality.

A storm at sea! A great ship rolls under the pounding of mighty seas. A boat puts out and nears the swaying camera. Waves smash over it, oars are broken—still it struggles towards the rescue ship. Here again there will be no shout of "lights!—Stop the wind machine!" A mighty vessel sinks beneath the waves, a handful of battered survivors reach a precarious haven. It is reality.

Just a parade this time. Soldiers marching by, bayonets flashing, a general reviewing! But to the comfortable public of a distant land has been carried the reception given a visiting King by the armed forces of Tripoli.

Every issue of Paramount News spells box office! Every issue means quick cash value!

Its appeal is universal,—to young, old, everyone! Are you realizing the cash value of our News Reel?

Life isn't all cheers and sprockets for the Paramount News Cameraman, and seldom does he ever get screen credit for risking his life in the securing of a hazardous item. This isn't always a matter that's up to the editorial staff, either, for an innate modesty is usually responsible for the cameraman telling not a soul of the hazards he has run. The following story, however, got into the hands of a newspaper man, and his own admiration for the newsreel man caused him to send the story over the wires to the Exhibitors Herald and Moving Picture World.

CAMERAMAN, OVERCOME BY GAS, IS RESCUED FROM BLAZING WELL

SAN ANTONIO, Feb. 7.—Harry W. Diehl, Paramount staff cameraman for the Southwest territory, was rescued from the inferno surrounding a burning gasser. Ruchal No. 7, at White Point, on the Neuces Bay, near Corpus Christi, Thursday, when he attempted to photograph the interior of the blazing maelstrom of gas and oil.

Tex Thornton, professional oil well fighter, when he saw Diehl collapse on the edge of the blazing pit, rushed in with an asbestos suit, and dragged Diehl to safety.

Diehl had borrowed an asbestos suit from Thornton with the intention of taking close range pictures of the blazing well for Paramount News, but was overcome by the intense heat when he had been on the edge of the pit for only a few seconds. He did obtain some unusual shots in the few seconds that he had his machine in action.

Diehl only recently has been appointed Paramount news man for the Southwest Texas district, and the gasser was his first big assignment. He showed no ill effects the next day, the asbestos suit preventing serious burns.



THE FOREIGN LEGION PLEDGE



HERE'S SOMETHING YOU'VE GOT TO GUARD AGAINST

In Home Office there has been published a report on the opinions of many American exhibitors concerning "The Last Command," that superlative Emil Jannings picture that Mr. Seidelman has already written several stirring letters about. One of these exhibitorial reports is an example of a state of affairs that will be positively inexcusable in any territory of the Foreign Legion. It says: "The Last Command" grossed more money than any picture that has played the Olympia in over five months. My only regret is that I did not know in advance what a marvelous picture it was."

It is positively up to every Legionnaire to see that this state of affairs does not occur in his territory. He can take ample measures to guard against such a happening by maintaining a steady and constructive stream of comment and information to his exhibitors on this vitally valuable film.

JANNINGS FILMT "DE PATRIOT"

De volgende Emil Jannings productie 'De Patriot' nadert met rassche schreden haar voltooiing. De film wordt geregisseerd door Ernst Lubitsch en volgens ingekomen berichten van Hollywood, belooft dit de grootste film te worden, die Emil Jannings tot nu toe in Amerika heeft vervaardigd. Behalve Jannings, hebben de volgende filmspelers een hoofdrol in 'De Patriot': Lewis Stone, Neil Hamilton, Florence Vidor, Tullio Carminati en Vera Veronina.

THE PRINCE OF WALES' VISIT TO PARAMOUNT'S PLAZA

Further details of the visit of the Prince of Wales to the Plaza Theatre, London, pictured on this page, are contained in a letter written to Eugene Zukor by Managing Director John C. Graham. In a portion of his letter Mr. Graham says:

We last night had a very fine gala performance at the Plaza. The Citroen picture of the tour across Africa was used in connection with a charity performance on behalf of the British Lifeboat Association. The performance was favoured by the presence of the Prince of Wales, the Duke and Duchess of York, Prince and Princess Arthur of Connaught, and many other titled people in the best society of London... Mr. St. John handled all of the details in first class manner; I also did my best to function in proper capacity. The performance went off without a hitch, and both Mr. St. John and I had the honour of being presented to the Prince of Wales. The one performance netted £1,000 for the Lifeboat fund, and the Prince went on the stage and made a speech of thanks to the audience. The evening was a grand success and undoubtedly has further planted the Plaza in the minds of many of the best people in this country as the leading motion picture theatre.

"STUDIO NEWS" BRINGT SCHREIBTISCH GESCHICHTE

Die Paramount Studio News, das offizielle Nachrichtenorgan der Paramount Produktions-Abteilung, beschäftigte sich in seiner Ausgabe vom 1. Februar sehr eingehend mit dem Schreibtisch-Kontest der Auslandsabteilung. Die Ueberschrift auf der oberen Hälfte des Titelblatts berichtete: "Lasky's Schreibtisch geht nach Argentinien;" und die Hauptgeschichte der ersten Seite befasste sich ausschliesslich mit dem Kontest und den Gewinnern. Wir haben diese Vorderseite in einem anderen Teil dieser Ausgabe für Sie reproduziert.

PARAMOUNT'S PLAZA IN LONDON WELCOMES ROYALTY



England's finest motion picture theatre—Paramount's palatial Plaza—played host a few weeks ago to the heir to the throne of the British Empire, and to other members of the Royal Family of Great Britain. The occasion was the screening of the celebrated travel picture, "The Black Journey" to His Royal Highness The Prince of Wales. One of the most

distinguished audiences ever to attend a screening of a picture in London filled the Royal Circle at the Plaza, while a crowd of many thousands collected in the London streets to witness the arrival and departure of the distinguished personages.

The Plaza was distinctively decorated for the occasion with the flags of England, France and the United States; and prior to the commencement of the screening, Mr. J. C. Graham, managing director of the British organization of Paramount, in charge of Paramount's entire European activities, together with Mr. Earl St. John, managing director of the Plaza Theatre, were presented to the Prince of Wales.

DE PRINS IN HET PLAZA THEATER

Verleden maand werd het Plaza Theatre van Paramount in Londen vereerd met een bezoek van Z. K. H. den Prins van Wales. Hij was vergezeld door den Hertog van York en andere leden der Koninklijke Familie om "De Zwarte Reis" (The Black Journey) te zien, een reisfilm der door den Franschen automobielfabrikant M. Citroen uitgeruste expeditie in Afrika. Voor het begin der voorstelling werd de Heer J. C. Graham, de Algemeene Buitenlandsche Vertegenwoordiger van Paramount en de Heer Earl St. John, de Directeur van het Plaza Theater aan den Prins voorgesteld.



The World's Most Popular Young Man, at London's Most Popular Theatre. H. R. H. The Prince of Wales in the foyer of the Plaza Theatre, London, with the distinguished party that came with him to see "The Black Journey." (Left to right). Princess Arthur of Connaught, The Duke of York, Sir Lionel Halsey, The Duchess of York, Mme Citroen, The Duchess of Portland, M. Citroen, The Prince of Wales, G. F. Shee (Secretary, National Lifeboat Association), and Sir Godfrey Baring. On the extreme right are Messrs. Haadt and Audouin Dubreuil, leaders of the Citroen expedition across Africa, and the men who filmed "The Black Journey."

MORE ABOUT THE OPENING OF THE PARIS PARAMOUNT

When first we told you something of the opening of the Paramount Theatre in Paris we mentioned that one of the greatest electric signs in Paris—and one that had never before carried a line of publicity—on this occasion dedicated its entire illumination for three weeks to the Paramount. Desiring to know more about this we wrote Mr. Al Kaufman, in charge of Paramount's European theatres, and his advice is as follows:

The electrical newspaper sign on the Place de l'Opera is owned by Selfridge and Company of London, and never before have they used a line of publicity thereon. They gave us three weeks of publicity gratis, using lines such as:

Paris possèdera bientôt le plus beau Théâtre en Europe—Le Cinéma Paramount. (Soon Paris will see the finest Theatre in Europe—The Cinema Paramount). Paramount sera au Cinéma de que l'Opera est à la Musique. (Paramount will do for pictures what the Opera has done for Music.)

O PRINCIPE NO PLAZA

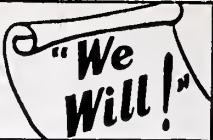
No mez que acaba de fudar, Sua Alteza Real o Principe de Galles assistiu a um dos espectaculos do grande Plaza Theatre, de Londres, de propriedade da Paramount. Foi acompanhado do Duque de York e outros membros da familia real. O film projectado intitulava-se "The Black Journey" e foi filmado na Africa por uma expedição franceza equipada pelo Sur. M. Citroen, fabricaute de automoveis. Antes de principiar o espectáculo, o Sur. J. C. Graham, Representaute Geral da Paramount, e o Sur. Earl St. John, Director Gerente do Plaza Theatre, foram apresentados ao Principe.

DIE 31. WOCHE "WINGS"

Seit seiner Uraufführung am 12. August 1927 im Criterion Theatre, New York City, läuft der Film "Wings" in diesem ausgezeichneten Theater, und zwar ist dieses seine einunddreissigste Woche. Die illustrierte Geschichte des Kampfes in den Lüften ist seitdem in vielen Städten der Vereinigten Staaten gezeigt worden, und wurde überall mit grossem Erfolg aufgenommen.



THE FOREIGN LEGION PLEDGE



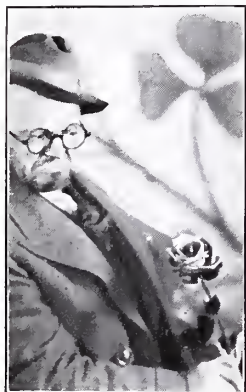
Turkish, Greek, Spanish, German, French—but all Paramount!

"ABIE'S IRISH ROSE" CAST COMPLETED

The casting for the Paramount picturization of "Abie's Irish Rose," has been completed.

Jean Hersholt plays Solomon Levy, the father of Abie, which role is being essayed by Charles Rogers. Nancy Carroll will be Rosemary Murphy, and J. Farrell Macdonald, plays the Irish father, Patrick Murphy. The role of the rabbi is in the hands of Camillus Pretal, a newcomer to the screen, while Nick Cogley is Father Whalen. Rose Rosanova plays Sarah, the deaf housekeeper, and Betty May, Esther Garcia, Linda Lorado, Marie Janess, Marie Stapleton and Jean Stewart are the bridesmaids. The parts of Mr. and Mrs. Isaac Cohen are being played by Bernard Gorcey and Ida Kramer, who created the roles during the five and a half year run of "Abie" in New York.

Miss Nichols, author, is personally supervising the production. Victor Fleming is directing. The picture will be finished in April.



Our illustration depicts Bernard Gorcey, who is living over again on the screen the part he created and played for nearly six years in the New York stage production of "Abie's Irish Rose." Those who have seen his very uproarious humor on the stage, believe that he is going to be even funnier on the screen. Note the rose in the foreground, and the shamrock in the background.

PUBLICACIONES PARA EL EXHIBIDOR

Completamente aparte de los "órganos de publicidad," también recibimos varias publicaciones que tienen la misión de tener al exhibidor de cuanto se relaciona con la producción de la Paramount. El último número de "Paramount," de México, dedica lugar preeminente a la adjudicación de la medalla del "Photoplay Magazine" a "Beau Geste." El "Manuel de Publicité et d'Exploitation," publicado en Francia, hizo una edición especial dedicada a "Les Chagrins de Satan," (Las tristezas de Satán). Además tenemos la siempre atractiva edición de "Neues von der Parufamet," magnífica publicación alemana que sirve de gran ayuda al Departamento de Ventas. Cada una de estas publicaciones está admirablemente presentada, mereciendo sus editores muy calurosas felicitaciones.

PUBLICAZIONI PER ESPOSITORI RICEVUTE

Oltre gli organi locali, vi sono le pubblicazioni diffuse da vari uffici, allo scopo sia di aiutare che di informare gli espositori su argomenti relativi alle cinematografie Paramount sia in mostra che da venire. C'è la celebre "Paramount" del Messico, che dà considerevole spazio alla onorificenza medaglia d'oro Photoplay vinta da "Beau Geste." C'è l'effettivo "Manuel de Publicité et d'Exploitation" di Francia, con un recente numero ingrandito dedicato a "Les Chagrin de Satan" ("I dolori di Satana"). C'è anche, dalla Germania, il sempre colorito "Neues von der Parufamet," dove la reclame delle vendite viene fatta con vantaggiosa prominenza. Tutte sono pubblica-



کوکلی قهرمانه
بو نهجه الحرامه بر آسریقا فیلمی ویریلدور.
فیلمک، تورکجهیه (کوکلی قهرمان) دییه ترجمه
ابدیش اولان عنوانی (Beau geste) در.
بون (کوزل حرکت) حرکت دییه ترجمه
ایتدکرتیک سببی واردور. اولاً بوت ترجمه جاذب
دکادر. سوکراده بو عنوانی لفظاً در بر
آدامک اسمیدور.

(کوکلی قهرمان) فرانسولرک آکریقاده
مشکل اولان اجنبی طابورلرنده جریان ایتیش
بر سر کدشندور. فقط فیلمه چکیباشنده بر خصوصیت
واردور.

ره زیسور، یاخورد مؤلف ماجرانک سوکنه
تدم ایدن آسرازلرک بر حادثهین دها فیلمک
بدایشنده کوسرتیور و سبرجینی بو اسراری
کندیشله برلکده چوزسویه دعوت ایدیور.
بونقظدن فیلمده صنعت واردور.

A TURKISH REVIEW OF "BEAU GESTE"

This marks the first time that The Foreign Legion Pledge has carried a review in Turkish. "Beau Beste" is the picture selected for the honor, and the review in part says: "The screening is specially remarkable. The director brings forth at the beginning the mysterious event which has taken place towards the end of the story and invites the spectator to solve the mystery with him. This point is full of art." Advcies state that the picture was acclaimed with the greatest enthusiasm by the Turkish film fans.

THEATERBESITZER-NACHRICHTEN-DIENSTE ERHALTEN

Ganz abgesehen von den Hausorganen, gibt es auch Schriften, welche von den verschiedenen Abteilungen herausgegeben werden und dem Zwecke dienen, die Theaterbesitzer über Dinge in Bezug auf laufende und kommende Paramount Filme zu unterrichten und unterstützen. Erst einmal haben wir den beliebten Nachrichtendienst "Paramount" von Mexiko, welcher sich ausserordentlich mit dem kürzlichen Gewinn der Photoplay Goldmedaille für "Blutsbrüderschaft" (Beau Geste) befasste; ferner ist da Frankreichs sehr effektvolles "Manuel de Publicité et d'Exploitation," mit einer unlängst vergrösserten Ausgabe, welche sich "Les Chagrins de Satan" (Satanas Sorgen) widmete. Ausserdem besteht für Deutschland das sehr vielseitige "Neues von der Parufamet," worin hauptsächlich die Verkaufsklame vorteilhaft behandelt wird. Alle diese Schriften sind ausgezeichnet, und diejenigen, welche für diese Nachrichtendienst verantwortlich zeichnen, verdienen unsere allerbesten Wünsche.

zioni eccellenti, e meritano le massime congratulazioni per coloro che sono responsabili della loro messa in stampa.

"IT" IS GREEK TO THE GREEKS—BUT "IT" IS UNDERSTOOD JUST THE SAME

When Melville A. Shauer was in Athens recently, he naturally headed for the first motion picture theatre he saw screening a Paramount picture. And the film was none other than our good friend, "It," starring a flashing young personality named Clara Bow. Mel of course gathered in all of the advertising matter he could and sent it along. One herald we reproduce here to show how the names of Clara Bow and Antonio Moreno look in Greek; and also to show you that although the Greeks have "It," and know what it means, they have no word to adequately cover the subjects—so they have used the original title, much to the undisguised glee of Madame Elinor Glyn. One of the inside pages of the herald, however, carried a translated version of Madame Glyn's description of "It."



NEW SCANDINAVIAN ADDRESSES

Another of the progress steps of Paramount's Foreign Legion is marked by the inclusion of the word "Paramount" in the names of our two Scandinavian organizations. The subsidiary company in Sweden and Denmark is now known as Filmaktiebolaget Paramount, and the Norwegian company is Film-Aktieselskapet Paramount. Both of these names carried the word "Liberty" before, but now "Paramount" has replaced that word.

And this of course is progress.

SONG DEDICATED TO PICTURE

In Australia, in conjunction with the release of Bebe Daniels' starring picture, "Seniorita," acting-Sales Promotion Manager Mel Lawton effected a co-operative tie-up whereby the song "A Lane in Spain" was published as "The Theme Song of the Paramount Picture 'Seniorita.'"

A ESTREA DE "WINGS" FORA DO TERRITORIO NACIONAL

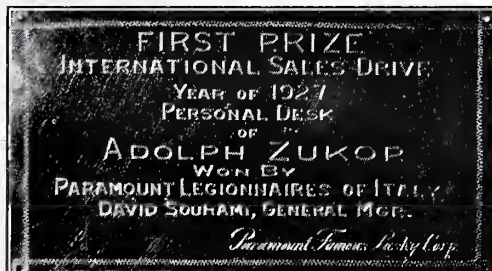
A primeira apresentação no estrangeiro de "Wings," o formidável drama aereo da Paramount, realizou-se em Montreal (Canadá) na noite de Natal do anno findo. O film começou na cidade canadense a sua tournée de exhibição, marcando com a sua estréia em Montreal um successo verdadeiramente estupendo. A imprensa canadense recebeu o film Paramount com os maiores encomios, como opportunamente verão de uma publicação que sobre "Wings" estamos organizando.

"CHANG" VA FORT BIEN

Le puissant mélodrame de la jungle "Chang" a un grand succès en Angleterre, Allemagne, Suède et au Japon. D'autres pays sont sur le point de suivre leur exemple d'où il résulte que nous espérons augmenter considérablement le prestige de notre département étranger. Nous devrions nous souvenir constamment que ce film en étant produit au Siam, émanait en réalité du département de l'étranger, alors que la majorité de nos films arrivent au département de l'étranger du département intérieur. Ceci devrait nous rendre plus désireux que jamais de rendre "Chang" un grand succès.

THE FOREIGN LEGION PLEDGE → "We Will!"

THE PLATES ON THE DESKS, AND THE DESKS ON THE WAY



Services of a camera and the lighting staff of Lewis Nathan's department have been called in to augment the printed announcement that silver plates have been affixed to each of the Desks, and that the Desks are on their respective ways to Rome, Buenos Aires, Barcelona and Paris. Our various scenes here show the plates. The wording on them is plainly visible.

The Desks were officially removed from the Paramount Building at the Crossroads of the World around the middle of February, and have since been carefully crated by Traffic Manager P. H. Stilson's department, and the staff of the Storehouse under Manager A. Craig, and despatched on their

way eastward and southward over the Atlantic. Here's a final congratulation to the four divisions of sturdy Legionnaires who won the Desks.

AN HISTORIC LETTER

Undoubtedly you will be interested in reading the text of the letter which was sent to Marshal Ferdinand Foch, of France, inviting him to the opening of the Paramount Theatre, Paris, last November. The text of the invitation, which the Marshal accepted, follows:

LE PARAMOUNT

Paris, le 12 Novembre 1927

Monsieur le Maréchal,

Le Conseil d'Administration de la Société Immobilière du Vaudeville a fixé au 24 Novembre prochain, à 9 heures du soir, l'inauguration du nouveau Théâtre "Le Paramount."

Cette date consacrera la coopération féconde, d'où est sorti, grâce aux efforts combinés des artistes et des industriels Français et Américains, le monument le plus important édifié dans ce genre à Paris.

Nous venons vous demander, Monsieur le Maréchal, ainsi qu'à Madame la Maréchale, de vouloir bien honorer de votre présence cette Soirée de Gala pour laquelle des places vous ont été spécialement réservées.

Dans l'espoir de votre acceptation nous vous prions d'agréer, Monsieur le Maréchal, l'hommage de notre considération la plus haute et la plus distinguée.

Pr le CONSEIL D'ADMINISTRATION

Le Comité d'Organisation:

Duchesse d'Uzès Duchesse de Gramont

Marquise de Gauay Comtesse de Galard

Général Berdoulat Comte de Beaumont

(signée) M. P. PEIXOTTO, Président

Monsieur le Maréchal FOCH

TOUS RECORDS SURPASSES PAR "THE LAST COMMAND"

Le plus récent film Paramount, ayant Emil Jannings pour vedette—"The Last Command"—a aisément surpassé tous records, au Theatre Rialto, New York City. Ce film est maintenant dans sa sixième semaine, et restera à ce theatre pour bien des semaines à venir. Pendant les deux premières semaines les recettes dépassèrent Cent Mille Dollars.

IL SIG. SHAUER RITORNA A NEW YORK

La Direzione della Sede Sociale è stata ben felice di dare il benvenuto al Sig. Shauer, di ritorno dalle Grandi Strade Maestre del Mondo, il giorno 9 febbraio. Egli arrivò sul "Beregaria" e, a causa della nebbia, il bastimento approdò con oltre un giorno di ritardo. Gli alti funzionari della Paramount accolsero col massimo interesse le straordinarie notizie del viaggio del Duce della Legione Estera, il quale viaggio ha compreso una rapida rassegna delle condizioni in Europa entro un periodo di quattro mesi.

L'ORGANO "STUDIO NEWS" HA UN ARTICOLO SULLE SCRIVANIE

L'organo ufficiale del Dipartimento di Produzione Paramount, "Studio News," ha dato notevole rilievo alla Campagna delle Scrivanie del Dipartimento Estero, nel suo numero del 10 febbraio. Il titolo principale proprio in cima alla prima pagina dice "La scrivania di Lasky va in Argentina" e l'articolo principale della prima pagina era un riassunto della Campagna e lista dei vincitori. Abbiamo riprodotto questa prima pagina in un'altra parte di questo numero.

EMILE JANNINGS DANS "LE PATRIOTE"

Grands progrès sont en train sur le nouveau film d'Emile Jannings — "Le Patriote" —, que dirige le metteur en scène Ernst Lubitsch. Il est entendu que ce film sera le plus grand film que Jannings ait à jamais fait, et la distribution des rôles a été faite d'une manière splendide. A la tête des rôles principaux nous avons, Lewis Stone, Neil Hamilton, Florence Vidor, Tullio Carminati et Vera Vironina.

SENSACIONAL NUMERO DE "EL MATADOR"

Para señalar el comienzo de lo que todo Legionario cree intimamente que será el año más importante de la División de la cual "El Matador" es su órgano oficial, esta simpática publicación de los Legionarios españoles ha aparecido con un traje flamante y nuevo. En ese número se publican cablegramas de felicitación de la oficina principal de la Paramount con motivo de la Natividad; fotografías de los altos directores de esa Compañía; un sentido tributo del personal de las oficinas de España a su director gerente señor Messeri, y otras muchas noticias de interés e importancia. El aspecto material de "El Matador", como salido de los talleres de la casa barcelonesa Oliva de Vilanova, es excelente. Sinceramente felicitamos a cuantos han intervenido en la confección de tan elegante número.

"CHANG" IS SUPERBLY EXPLOITED IN FLORENCE, ITALY

From Mr. Aldo Vergano, manager of the publicity department of the Paramount Head Office in Rome, we have received a wonderful array of material telling the story of the supremely successful season of "Chang" in Florence, Italy. This season was made into the nature of a positive triumph due to the grand work done by Mr. Cesare Aboaf, Branch Manager at Florence; and it was followed by another triumphant season at Bologna, where Branch Manager Mario Annovazzi did grand work for the picture.

It is not our purpose to allow these two wonderful seasons to pass merely with brief announcements. And as a consequence of this we herewith announce that since the grand array of pictorial and printed evidence of these two seasons has come to our hands just when this issue of The Foreign Legion Pledge is in the press, we are reserving a large amount of space for the display of the evidence in the next issue of this magazine.

We want, however, to take this opportunity of showing the remainder of the world that every Legionnaire will have to be well up on his toes to beat the performance of the Italian Division with "Chang."

LEGION'S LEADER IN SPAIN



The arrival of Messrs. E. E. Shauer and Melville Shauer at the central railway station at Barcelona. With them in this picture are Messrs. Messeri (second from right), Ponedel (left), Vidal Gomis (third from right) and Lafuente (editor of "El Cine").

Mr. Shauer was accorded a spontaneously splendid reception in Spain, where the Legionnaires were so happy over the winning of Mr. Kent's desk that they gave over the cover of "El Matador" to a picture of the Desk and an announcement of the great things they are going to do during 1928 to show that the winning of the Desk was but the first chapter in the Success March of the Matador Division.

THE FOREIGN LEGION PLEDGE → "We Will!"

NOUS RECEVONS DE NOMBREUX ET BONS ORGANES LOCAUX

Presque dans chaque courriers nous trouvons un exemplaire des organes locaux de la Légion Etrangère de la Paramount. Un jour c'est "El Matador" d'Espagne, un autre c'est "Ca de Casa" du Brésil, un autre encore c'est le "Paramount d'Italie." Ensuite nous voyons arriver "The whole show" (Toutes les présentations) d'Australie et le jour suivant nous apportera "Notre Réponse" ou "A toute vapeur" de Berlin. Il est probable qu'un Jeudi nous apportera "Le Paramount Français" de France, ce qui veut dire généralement qu'un Samedi verra arriver "L'Adelante Decima" d'Argentine. Ils sont un groupe merveilleux de générateurs d'enthousiasme. Nous en attendons impatiemment l'arrivée et en absorbons avec plaisir la sagesse et l'humour. L'idée de l'organe locale est excellente et nous espérons qu'elle fleurira toujours.

POWELL IN "PARTNERS IN CRIME"

William Powell has the part of an underworld gang leader in the Wallace Beery-Raymond Hatton melodramatic comedy, "Partners in Crime." With stars like Beery and Hatton heading the cast and Powell, Jack Luden, Arthur Housman, and Mary Brian already assigned to important roles it is evident that an exceptionally fine array of talent is being lined up for "Partners in Crime." The picture is something absolutely new in the way of comedy and Paramount executives are giving the venture every opportunity for big success.

LE NOUVEAU SIEGE SOCIAL AUSTRALIEN

Les nombreuses photos se trouvant sur une autre page de ce numéro dépeignent le nouveau siège social de la branche de la Paramount en Australie, Nouvelle Zélande et aux Indes Néerlandaises. Cette succursale est connue sous le titre de "Blue Ribbon Bunch" et le directeur John W. Hicks, Jr. est présenté au premier plan au côté supérieur gauche de la page. Le bureau australien est le plus nouveau et le plus moderne des succursales de l'organisation Paramount.

ANNONCE EXTRAORDINAIRE DANS CE NUMERO

La troisième page de ce numéro du "Foreign Legion Pledge" contient une annonce, des plus importantes, à jamais faites par le Département de l'Etranger de la Paramount. Quoique en Anglais, elle sera traduite pour tous ceux qui ne peuvent lire cette langue. La traduction étant faite, dans chaque cas, par les divers directeurs.

ABOUT A. KENT AND E. BRENT

A recent wire from Hollywood announces that Evelyn Brent, who did such marvelous work opposite Emil Jannings in "The Last Command," has been assigned the leading role opposite Adolphe Menjou in "A Super of the Gaiety;" and also that Arnold Kent, fresh from triumphs in "Beau Sabreur" and other pictures, has signed to a long-term Paramount contract.

WHEN SIX MONTHS HAD ENDED

"Wings" concluded the first six months of its run at the Criterion, New York at the beginning of February, and by the time this issue reaches you it will be well into its eighth month. At the end of the 6th month a box-office check-up revealed the fact that the takings had averaged \$250 a week OVER the positive capacity of the theatre. This meant that every week, right from the opening of the picture last August, an average of 240 people had paid \$1.10 each for the privilege of standing to see the picture. That's the finest stamp of success any attraction can have!

HET NIEUWE HOOFDKANTOOR DER AUSTRALIERS

Elders in dit blad hebben wij een collectie foto's opgenomen van het nieuwe Hoofdkantoor der Paramount agent-schappen in Australie, Nieuw Zeeland en Nederlandsch Oost-Indie. Deze zoogenaamde "Blue Ribbon Bunch" Divisie staat onder leiding van den Heer John W. Hicks Jr., afgebeeld in den linker bovenboek. Die Australische kantoor is het nieuwste en meest moderne der geheele Paramount organisatie.

L'AFFICHE DE "WINGS" VIENT D'ÊTRE REPEINTE

Une des indications les plus certaines du fait que "Wings" sera présenté à Broadway pendant plus d'une année peut être prophétisée. En effet l'affiche vient d'être repeinte après avoir été utilisée pour le film pendant sept mois entiers.

EL PRIMER CIRCUITO al Coronel CARLOS LINDBERGH, SALUD! HOY: EL VUELO DE LINDBERGH "NEW YORK-PARIS" PALACIO ODEON GRANIT-ODVA, MADRID, VENEZIA, ALCAZAR, BUCARELI, LUX, ROYAL, MAESTRO Y AMERICA. POLA NEGRI en "EL INFIERNO" POLA NEGRI, CLIVE BROOK, CLIVE GILLIES, VIVIAN V. LEE, GILLIES, VIVIAN V. LEE, GILLIES, VIVIAN V. LEE.

This reproduction of the major portion of a page of "Excelsior" of Mexico City carries two appeals for peace: one in the Paramount picture "Barbed Wire" and the other in the welcome to Colonel Charles A. Lindbergh on the occasion of his good-will flight through Central and South America.

POLA'S NEW LEADING MAN

Warner Baxter, who has won much favor in featured roles in Paramount pictures, is to be Pola Negri's leading man in "Three Sinners," which Rowland V. Lee, is directing.



THREE AUSSIES—AND ESTHER

The Aussies also happen to be Americans, but Australia is the land of their adoption. They are Mr. and Mrs. John E. Kennebeck, and they stopped off at the Hollywood Studios recently on their way back to Sydney. The third Australian is the lucky boomerang that Esther Ralston happens to be holding. Undoubtedly Esther will use its sentiment to send out good wishes and greetings to her thousands of friends throughout the world.

Сегодня вечером № 292

Остров 135 Robinsonов

Что выходя в Парижский такс...

Кино "ФОРУМ" Сегодня в понедельник Грандиозная двойная программа. В 8 ПРЕМЬЕРА "Слепки" В 10 ПРЕМЬЕРА "Блондинка и Брюнетка?"

ДЕКАБРИСТЫ Блондинка и Брюнетка? Лопольд Минну.

Гарольд Ллойд.

IN RUSSIAN. Our array of languages for this issue seems endless. Here is a contribution in Russian from Riga, Latvia. It shows us that although the wording for "Blonde and Brunette" may alter its style, the illustration and the Paramount Trade Mark remain the same the world over.

PAUL LUKAS SIGNS LONG-TERM PARAMOUNT CONTRACT

Paul Lukas, famous Hungarian player and one of the greatest character actors of Europe, who, for many years, appeared as guest artist at the theaters of Berlin and Vienna, under the direction of Max Reinhardt, has signed a long-term contract with Paramount.

Although Lukas made his screen debut in the UFA production, "Samson and Delilah", as Samson, he really was discovered for the films by Adolph Zukor when the president of Paramount, while in Europe, attended a performance of "Antonia" in Budapest, and negotiated for the artist's appearance in America.

It is said of Lukas that he has played the roles of every conceivable character in the works of Shakespeare, Chekov, George Bernard Shaw, Oscar Wilde, Moliere and Galsworthy.

Lukas' first role under his new contract will be in Pola Negri's next Paramount picture, "Three Sinners" which is to be directed by Rowland V. Lee and which will include among its cast, Tullio Carminati and Olga Baklanova.

JOURNAUX DE LA PARAMOUNT

Il y a bien à part des organes locaux des publications faites par divers bureaux dans le but d'aider et d'informer les directeurs d'affaires relatives aux films Paramount presents et futurs. Il y a le fameux "Paramount" du Mexique qui consacra récemment une grande place au gain de la médaille d'or Photoplay par "Beau Geste." Il y a le Manuel de publicité et d'exploitation de France avec un exemplaire récemment agrandi consacré aux "Chagrins de Satan" (The Sorrows of Satan). Il y a aussi le "Neues von der Parufamet" d'Allemagne, plein de couleur, dans lequel des annonces de ventes son présentées sous un jour et une prominence tres avantageuse.

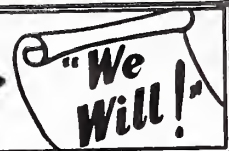
Ce sont toutes d'excellentes publications, méritant les plus hautes félicitations à ceux qui sont responsables pour leur parution.

"WINGS" PREMIERE IN AUSTRALIA

It is expected that "Wings," the Paramount epic of the air, will open for an extended season as a road show attraction in Sydney, Australia, this month. The picture is to be presented upon the same massive scale which characterizes the current presentations throughout U. S. A. and Canada.



THE FOREIGN LEGION PLEDGE



LEIONNAIRES OF MEXICO TENDERED BANQUET TO CELEBRATE TOPPING OF QUOTA IN 1927 DESK DRIVE

In appreciation of their stirring efforts in carrying their Division over the quota mark in last year's Drive, Clarence C. Margon, general manager for Mexico and Central America, tendered the Legionnaires a dinner in Mexico City on February 1st last. Cabled messages of felicitations from Messrs. Adolph Zukor, Jesse L. Lasky, S. R. Kent, Emil E. Shauer and J. H. Seidelman coincided with the commencement of the dinner.

It was the first time that the Legionnaires of Mexico had gathered for such a celebration, and their reaction to the addresses of Mr. Margon and several of the representative employees testified only too strongly to the depth of their devotion and loyalty to Paramount, and to the overwhelming enthusiasm they are determined to pour into their efforts for Paramount during 1928. Mr. Margon's address stressed 'the need for an even greater effort if Mexico is to be able to deliver quota in 1928, special emphasis being placed on the nationalistic and competitive element which is bound up in a Drive of this kind.' He also showed how the cables from Home Office proved that the highest executives in the Company are so very much interested in the activities of each and every one of the Divisions.

The menu of the dinner is reproduced elsewhere in this issue. Following the dinner the Legionnaires repaired to one of the many beautiful spots to be found in Mexico City, and there were photographed as per the illustrations on this page. The names of all of the Legionnaires concerned in these photos are as follows:

Top Photo—First row (seated) left to right: Robert Turnbull, Paramount News staff photographer; Rafael Lozano, publicity representative; Leonor Eguarte, ticket-seller Olimpia Theatre; Aurora Vega, assistant accountant; Gordon B. Dunlap, branch manager; Virginia Verduzco, cashier; Clarence C. Margon, district manager; Ana Maria Villanueva, Spanish stenographer; Consuelo I. Aldana, booking clerk; Fernando de Fuentes, manager Olimpia Theatre; Aurora González, English stenographer; J. B. Urbina, city sales manager.

Second row (standing) from left to right: J. Bone, auditor, Prie Waterhouse & Co.; Antonio Valenzuela, doorman Olimpia Theatre; Ricardo Zedillo, electrician Olimpia Theatre; Alfonso Mendoza, film inspector; Manuel Ojeda, film inspector; Gonzalo Aguirre, film inspector; Rafael Vega, accountant; Francisco Ledesma, accessories painter; Carlos Escalante, film inspector; José Diupotex, film inspector; Luis Jáuregui, chief ad sales clerk; Alfonso Pescador, booker; Joaquín Bustamante, ad sales mounter; José Escobedo head doorman Olimpia Theatre; Luis González, chief shipper; Eduardo de Reguer, orchestra conductor Olimpia Theatre.

Third row (standing) from left to right: Luis



Ortiz, stage hand Olimpia Theatre; Fidel Pizarro de León, general office clerk; Rodolfo Paoletti, assistant ad sales clerk; Rafael de León, usher Olimpia Theatre; Armando Cerezo, usher Olimpia Theatre; Alfonso Sosa, page Olimpia Theatre; Enrique Coutiño, ad sales mounter; Jorge Sánchez, projectionist Olimpia Theatre; Patricio Villegas, watchman Olimpia Theatre; Alejandro Aguirre, film inspector; Miguel Gutiérrez, doorman Olimpia Theatre.

Centre Photo—left to right: Ana Maria Villanueva, Spanish stenographer; Aurora González, English stenographer; Consuelo I. Aldana, booking clerk; Virginia Verduzco, cashier; Aurora Vega, assistant accountant; Leonor Eguarte, ticket-seller Olimpia Theatre.

Lower Photo—left to right: Rafael Vega, accountant; Robert Turnbull, Paramount News staff photographer; Gordon B. Dunlap, branch manager; Clarence C. Margon, district manager; Fernando de Fuentes, manager Olimpia Theatre; J. B. Urbina, city sales manager; Rafael Lozano, publicity representative.

A NEW WORD COINED FOR USE WITH "WINGS"

We have encountered in a publicity story the following phrase: "On the Magnascope Screen of the Olympic."

The line was used for telling about the screen upon which "Wings" was being shown, and it occurs to us that the word "Magnascope" will be a mighty good one to use generally in conjunction with your campaign for this picture, provided always, of course, that you are using the Magnascope.

HERR SHAUER KEHRT NACH NEW YORK ZURUECK

Die Zentrale war hochofret, Herrn Shauer am 8. Februar, an den Wegscheiden der Welt, begrüssen zu können. Die Berengeria, auf welcher Herr Shauer zurückkam, konnte wegen dichten Nebels erst einen Tag später als erwartet docken. Die ausserordentlich wichtigen Neuigkeiten, welche der Leiter der Auslands-Abteilung während seines, auf vier Monate bemessenen raschen Ueberblickes sammelte, nahmen die hohen Paramount Obrigkeiten mit grossem Interesse entgegen.

JANNINGS TRABAJA EN "EL PATRIOTA"

Noticias del estudio indican que prosiguen en él, con toda actividad, los trabajos de impresión de la película "El Patriota", en la cual Emil Jannings interpreta el papel de protagonista. La dirección de este film está encomendada a Ernest Lubitsch. Por los informes que de Hollywood nos llegan hay motivos para asegurar que "El Patriota" será la más grande de las películas que Jannings ha interpretado, en la cual figurará, además, en su reparto, una selección de distinguidos histriones de la pantalla, encabezada por Lewis Stone, Neil Hamilton, Florence Vidor, Tulio Carninatti y Vera Voronina.

MR. SHAUER LLEGA A NUEVA YORK

El personal del Departamento Extranjero de la Paramount recibió con beneplácito a su querido jefe el 8 de febrero, después de un prolongado viaje por las principales ciudades de Europa. El "leader" de la Legión Extranjera hizo importantes declaraciones relacionadas con su viaje de cuatro meses por el viejo mundo, las cuales fueron escuchadas con gran interés por los directores de la Paramount.

WIR GRATULIEREN!

In jeder Woche erhalten wir treffliche Beweise von dem ausgezeichneten Scharfsinn Paramounts Deutscher Reklameabteilung. Die Kopien der Schriften "Neues von der Parufamet" und "Voll-dampf Voraus," in deren Spalten wir immer eine ganze Menge begeisternde und interessante Artikel vorfinden, erreichen uns mit überraschender Pünktlichkeit. Auch erhalten wir regelmässig Exemplare von Plakaten, welche für die verschiedenen Paramount Filme angefertigt werden, und eine beliebte Dekoration für die Wände der Auslands-Reklameabteilung bilden. Des weiteren sind die deutschen Ankündiger der Paramount Filme, wie z. B. diejenigen, welche über die Filme "Ein Frack, ein Claque, ein Mädel," "Der Jazzkönig von New York," and "Abenteuer in Paris" zu berichten wissen, Beweise von Aufmerksamkeit erregender, hochstehender Arbeit. Wir wissen, dass die Paramount Legionäre Deutschlands immer ihr Möglichstes tun werden, und stets fortfahren werden, in dieser wichtigen Richtung der Arbeit fortzuschreiten.

"THE WEDDING MARCH"



Erich von Stroheim and Fay Wray as the stars of Von Stroheim's mighty Paramount road show production, which is to have its New York premiere in one of the city's great legitimate theatres this month.

"O ULTIMO COMMANDO" BATEU TODOS OS 'RECORDS'

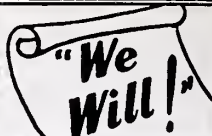
O novo cinedramva da Paramount do qual é protagonista o notavel actor Emil Jannings obteve um successo como nunca constou dos annaes do Rialto Theatre, de Nova York. Já está na sexta semana e segundo parece permanecerá em exhibição durante muitas semanas mais. Durante as primeiras duas semanas entraram na bilheteria mais de cem mil dol-lars.

O JORNAL "STUDIO NEWS" E OS PREMIOS DAS CARTEIRAS

O Paramount "Studio News", órgão official do Departamento de Producção, referiu-se muito lisongeiramente em sua edição de 1 de Fevereiro, aos premios das carteiras conferidos ás Agencias Estrangeiras. Um dos artigos intitulava-se: "A Carteira do Snr. Lasky foi para a Argentina". As outras agencias premiadas tambem não foram esquecidas. Neste numero damos uma reproducção dessa pagina.



THE FOREIGN LEGION PLEDGE



JOHN B. NATHAN, ON THRILLING RAIL TRIP THROUGH THE CLOUDS, DISCOVERS ORIGINAL OF OUR TRADE MARK

Not so long ago we recorded the fact that John B. Nathan, assistant to Manager Harry Novak of the Colon branch, traveled down to South America and then journeyed up into the mountain fastnesses of Ecuador. Quito was his objective and Paramount business his purpose (both of which were attained, by the way), and to get to Quito he had to travel for almost two days up a quaint little narrow guage railway from Guayaquil. Up and down, in and out, weaving gordian knots on the very brinks of precipice, the railway panted up the Andes. But it was worth it all—worth all of the unmentionable discomfort—for the sake of what we will now let John's own words tell you:

Later in the day I got my treat. When Nature joins our ranks and helps to establish the Paramount trade mark, well, I think that is going some. Just look at the enclosed snapshot of Cotopaxi, one of the world's highest active volcanoes, and see if you cannot visualize, as I did, 'Paramount Pictures' printed right across it, and a ring of stars around it. I felt like climbing to the peak and putting up some twenty-four sheeters on 'Beau Geste,' 'The Way of All Flesh' and some of our other knockouts. What a tie-up for Ecuador! And the natives tell me that when Cotopaxi is



This is John B. Nathan's evidence of contention that the mountain in the Paramount Trade Mark actually exists. It is Mount Cotopaxi, Ecuador. (See accompanying story.)

active, she gives forth flashes that can be seen from all points; she rocks the earth, stars seem to shoot to the heavens, and the inhabitants of the surrounding country sit back in awe and watch. If Nature hasn't symbolized, through Cotopaxi, just what happens when Paramount gets active with new pictures, then I'm ready to spend the remainder of my days as a conductor on the Guayaquil-Quito Railway.

YOU'RE RIGHT, SIR HARRY!

Friendliness is the keynote of civilization and peace, said Sir Harry Lauder, at a luncheon given on February 15th in his honor in the club rooms of the Canadian Club of New York. "I'd rather build friendships than battleships," said Sir Harry in concluding a stirring address.

The Scottish star's first motion picture, "Huntintower" is to be released throughout every country in the world by Paramount. (Fancy telling you something that you know only too well!)

SPECTACULAR ISSUE OF "EL MATADOR"

To mark the commencement of what every Legionaire believes will be the greatest Paramount year to date, the Matador Division issued a very sparkling number of their bright publication, "El Matador." It contained reproductions of the splendid Christmas cables received from the Home Office in New York, photographs of the Company's principal executives, a stirring tribute to Managing Director M. J. Messeri from his staff, and a great deal of other news of paramount importance. The issue was printed in three colors and proved to be one of the very finest issues of a house organ in the history of the Foreign Legion. We most sincerely offer our congratulations to all concerned in its production.

"EVENING CLOTHES" IN BERLIN



Exterior display at the Gloria-Palast, Berlin, for "Ein Frack, Ein Claque, Ein Madel" ("Evening Clothes"), starring Adolphe Menjou. Paramount trade marks are prominent in the display.

"THE WEDDING MARCH" is all set for a New York premiere as a road show attraction this month. The picture has been edited to twelve reels, and is a dramatic thunderbolt.

"STUDIO NEWS" VERSCHIJNT MET EEN ARTIKEL OVER DE LESSENAAR-COMPETITIE.

"Studio News", het officieele orgaan der productie afdeling van Paramount, heeft in het nummer van den 1n Febr. een en ander opgenomen over den lessenaar-wedstrijd der buitenlandse afdeling. Het opschrift luidt: "Lasky's schrijftafel door Argentinië gewonnen" waaronder een kort verslag volgde van het doel van den wedstrijd en over de mededingers en de winners. Wij hebben de geheele pagina—bladzijde No. 1 van "Studio News"—elders in dit blad opgenomen.

MESSERI AND HIS MATADORS REPLY TO GENERAL MANAGER S. R. KENT'S LETTER

Last month a letter from General Manager S. R. Kent congratulating the Matador Division on their memorable win. This month a letter from Managing Director M. J. Messeri, on behalf of the Matadors:

My dear Mr. Kent:

My Spanish and Portuguese Legionnaires (The Matadors) wish to join their sincere thanks to mine for your esteemed letter of the 21st ulto, the contents of which, I can assure you, were indeed very gratifying to us all.

We wish to give you our assurance that your desk will not be a simple piece of furniture to decorate our office; it brings to us a symbolic message of ideals beyond human expression to describe; it will be an ever-present witness of the monument built by its possessor through will and determination—the Monument of Accomplishment—and it is with these feelings that we hope to be worthy heirs of such a priceless possession.

We have promised Mr. Shauer, the beloved Commander of Paramount's Foreign Legion, that we will write a golden page in the history of 1928's Drive; and we now repeat to you: "It Shall Be Done."

The writer and his "Matadors," not forgetting our desk, will now be awaiting the pleasure of your promised visit to the Land of Sunshine and 100 Percenters, and meantime we remain, with kindest regards and best wishes,

*Faithfully yours,
Paramount Films, S. A.,
M. J. Messeri, Managing Director.*

EL PRINCIPE DE GALES EN EL PLAZA DE LONDRES

El mes pasado, S. A. el Príncipe de Gales se dignó asistir, acompañado por su hermano el Duque de York y otros miembros de la Familia Real al Teatro Plaza, de la Paramount, en el cual se exhibió la película "La jornada negra", impresionada por los miembros de la expedición patrocinada por el famoso industrial francés M. Citroen, que recorrió el corazón del Africa en una caravana de automóviles de fabricación de aquél. Antes de comenzar el espectáculo, Mr. J. C. Graham, representante general para el Extranjero, y Mr. Earl St. John, director gerente del Plaza, fueron presentados al Príncipe de Gales y miembros de su séquito.

"UNDERWORLD" REVERSED

With George Bancroft as star, and Evelyn Brent and Fred Kohler in principal support, Josef von Sternberg is to direct an underworld story for Paramount. All of these names are plus-prominent in connection with "Underworld," but the new picture, at present untitled, is to deal with the underworld from the police, law and order standpoint.



FUNSTERS IN A SERIOUS MOOD

Here we take great pleasure in presenting Messrs. W. Beery and R. Hatton in a production that we will call, for want of a better title—"Now We're in The Pledge." The Beery-Hatton duo are given to much funmaking throughout the long length and broad breadth of the cinema world, and if they here appear serious for a moment, please remain assured that it is for no other reason than the fact that they realize how truly big the Paramount world is, and how vital it is that they give their greatest funmaking talents to their work. Right after looking The Foreign Legion Pledge over, they dashed out and made "Partners in Crime," already reported as a comedy classic.

O SNR. SHAUER REGRESSOU

Toda a corporação da Paramount teve o prazer de dar as boas-vindas, no dia 8 de Fevereiro, ao Snr. Shauer, que voltou da Europa no "Berengaria". Devido á intensa neblina, este vapor chegou com um dia de atraso. As notícias que trouxe o muito digno Chefe da Legião Estrangeira, colhidas durante sua ausencia de quatro mezes, foram recebidas com grande interesse pela Directoria da Paramount.



THE FOREIGN LEGION PLEDGE



MAL MAKES CARTOON OF EMIL

While Malcolm St. Clair was directing "Gentlemen Prefer Blondes," Emil Jannings was working on a nearby set. So in one of those coincidental intermissions when the lights on both sets had to be dressed, Mal grabbed his drawing board and charcoal, and in three minutes produced this sketch. Mal, you know, used to be a newspaper cartoonist, and

A LETTER FROM EMIL JANNINGS

As a token of his appreciation for the manner in which his first American-made film, "The Way of All Flesh" was received by the foremost exhibitors of America, Emil Jannings wrote on his own personal stationery and over his own signature, a letter of thanks to these exhibitors. We quote you below some extracts from this letter.

Dear Mr. Manager:

About a year ago I arrived in this country, cordially welcomed by the picture industry and the press. Despite the kindnesses and encouragement heaped upon me, I felt as though I were starting my career all over again. I was rather uncertain as to how the exhibitors and the public here would receive me in American made productions.

Now that "The Way of All Flesh" has been in circulation several months, I feel more confident. For I am told that in the majority of cities it has done excellent business, has pleased the public, and has been honored with fine newspaper criticisms.

I think I owe a debt of gratitude to the exhibitors for the manner in which they have gotten behind my first Paramount Picture, both in advertising and presentation. Surely they have gone the limit in helping to establish me here. I want you to know how deeply grateful I am, and to solemnly promise that to reciprocate I will strive incessantly to make every picture more entertaining, more distinctive, and more of a box office attraction, than its predecessor.

one of his specialties was the making of cartoons of the heads of automobile drivers as they sped around the wooden saucer at two miles a minute.

"WINGS" IS WEKEN IN HET CRITERION THEATRE

De vliegfilm "Wings", welke op 12 Augustus 11. in het Criterion Theater te New York begon te loopen, wordt thans in verschillende groote steden der Ver. Staten en Canada vertoont en oogst overal enorm succes.

DRAWING KNOWN AROUND THE WORLD



We publish this advertisement, in Russian, from a Riga (Latvia) newspaper for the prime reason that we believe this drawing for "Behind the Front" to be one of the most universally reproduced in all the history of the motion picture.

TWO CERTAIN WINNERS FOR THE FAR EAST

John A. Groves, general manager for Paramount in the Far East (Java, Straits Settlements, Federated Malay States and Siam), wrote a long letter to the New York Home Office recently. In this letter he told of a visit to the Sydney (Australia) Head Office, and we believe that a few extracts from the letter dealing with this visit will be of particular interest to all Legionnaires. This, for instance:

While in Sydney I saw a number of productions, all of which were well up to Paramount Standard, but two of which stand out as productions which should prove veritable gold mines for this territory. "Chang" should make money everywhere in the world, while the thrills it gives, relieved by comedy touches, should appeal equally to our European, Chinese and native audiences. "The Way of All Flesh" should possess a greater appeal to Continental audiences than any American production I have seen. Not only does this production possess all the elements of a great picture, but it ends in a logical manner and the climax in this case should place the picture right in the front rank of money-getters."

EEN BELANGRIJKE AANKONDIGING IN DEZE EDITIE

Wij verwijzen onze lezers naar bladzijk 3 van dit nummer, waar zij een der belangrijkste aankondigingen zullen vinden, die de Buitenslandsche Afdeling van Paramount ooit heeft gemaakt. Ofschoon in het Engelsch gesteld, zal dit bericht vertaald worden voor hen, die het niet kunnen lezen, door de Directeuren onzer buitenslandsche kantoren.

AUSTRALIAN ORGANIZATION HAS NEW PUBLICITY SERVICES

Guaranteeing wider distribution of news concerning Paramount production activities, the Australian organization has inaugurated new and more comprehensive publicity services. These are a combination of stories and mat illustrations, and are sent free of charge to newspapers desiring to use them. Otto G. Doepel is publicity manager of the Australian organization, in charge of these services.

WHY "CHANG" WENT SO BIG IN MEXICO CITY

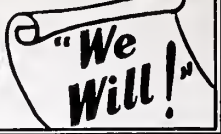
Clarence C. Margon, general manager for Paramount in Mexico and Central America, sends this evidence of the reasons for the mammoth success of "Chang" in the Olympia Theatre, Mexico City. One scene is a glimpse of the huge electric sign which blazed the message forth. Another shows the colossal cut-out letters with which the exterior of the theatre was decorated. The third shows the message on the exit doors. These scenes were all incorporated in a wonderful campaign book. The campaign was carried out with great skill by Publicity Manager Rafael Lozano.



CONGRATS. TO PARAMOUNT WEEK WINNER



Managing Director John W. Hicks, Jr., greets Australia's 1927 winner of the Paramount Week Exploitation Shield. He is Bert Watts, of the Haymarket Theatre, Sydney, and he is second on the right. The personalities in the picture are: Brandon Cremer (cameraman), acting Manager of Exploitation Mel Lawton, Advertising Manager Hermann Flynn, Mr. Hicks, Herbert Hayward (Union Theatres), Bert Watts, and General Sales Manager Wm. R. Hoggan.



"SONS OF THE SEA"
 ("Old Ironsides")
SECRET HISTORY OF THE WEEK

That very unassuming royalty, Prince Henry, is exceedingly fond of popping into a London cinema without announcing his visit, especially if there is a British picture on the bill.

The other evening, with an A.D.C., he walked into the Plaza and asked for two seats in the circle. The manager, recognizing him, apologized profusely, but had to tell the royal visitor that there wasn't a seat in the place.

"Then I'll sit on the steps of the gangway," retorted the Prince.

The manager said he would try to secure two seats.

"No," said the Prince, "disturb nobody—and see that I'm not disturbed."—From the *Weekly Dispatch* (London), 8-1-28.

THE MAILBAG HAS BEEN BULGING WITH HOUSE ORGAN COPIES

No day passes without its chapter devoted to the overlooking of copies of house organs from this, that and the other corner of the world. We are always happy and proud to mention this fact, because we know only too well how valuable these house organs are.

There has arrived, for instance, the colorfully attractive New Year issue of "El Mator" of Spain, with its stop press news about the winning of Mr. Kent's Desk. There are several issues of "Our Answer" and "Voldampf Voraus," both from Berlin, the former representing Central Europe, and the other representing Germany. Both echo and re-echo the prophesied greatness of 1928. France of course has sent its customary and peppy copies of "La Paramount Francaise," with one most interesting issue dedicated to Belgium and Holland. Then there has been "Neues von der Parufamet," the publicity organ from Berlin, carrying great news to German exhibitors 52 times a year.

Keep the great work up! And keep shooting along our copies of each issue to Home Office.

FULL LINE OF MIRTH CARRIED BY THIS ORGANIZATION

The National Laugh Distributors Association, trading from Room 1252, at 1501 Broadway, New York City, has issued a circular letter announcing that from February 18th they have ready for delivery the following comprehensive array of commodities:

Giggles, Snickers, Smiles, Good Cheer, Hearty Laughs, Fun, Gags, Belly Laughs, Jokes, Ha-Ha's, Humor, Wisecracks, Comedy, Wit, Farce, Jocularly, Merriment, Puns, Burlesque, Amusement, Chuckles, Guffaws, Entertainment, Grins, Roars and Side-Bursters.

It is most interesting to note that the National Laugh Distributors Association is displaying such marked activity on account of the imminent release of "Tillie's Punctured Romance," the Paramount-Christie Comedy Special. This superb fun maker has for its stars W. C. Fields, Chester Conklin, Louise Fazenda, Mack Swain and many others. Thus the interest on the part of the National Laugh Distributors Association is perfectly pardonable, according to the belief expressed by I. M. Glad, Secretary of the Association.

It was perhaps no more than coincidence that, accompanying Leon Bamberger, manager of the Sales Promotion Department of Paramount to his office after the uproarious screening of "Tillie's Punctured Romance," we found the number 1252 on his door at about the same time that we recalled the number of the Paramount Building as 1501 Broadway.

"By all means—and all buy tickets—to see "Tillie's Punctured Romance."

Noville of Byrd Crew, Praises "Wings"

Lieutenant George O. Noville of the Byrd transatlantic flight last summer, saw "Wings" at the Criterion recently. It was the first time he had seen the stirring picture and he was visibly impressed.

"The action shots of the planes fighting above the clouds are without a doubt the most amazing I have ever seen," said the man who was an important cog in the successful termination of Commander Byrd's epochal air adventure. "'Wings' thrilled me to the very marrow and as soon as I return to New York, I must see it again."

LOOK FOR THEM IN—

Nancy Carroll, of "Abie's Irish Rose" fame, in Richard Dix's picture, "Easy Come, Easy Go." Roscoe Karns with Esther Ralston in the blonde beauty's "Something Always Happens." Noble Johnson, who outran a horse over a 42 mile course in 1900, and who got all bronzed up in "The Ten Commandments," will also be with Esther Ralston in "Something Always Happens." Paul Lukas, Tulio Carminati and Olga Baklanova with Pola Negri in "Three Sinners."

NOVELIZATION. Russell Holman, Paramount's Manager of Advertising has novelized Harold Lloyd's forthcoming Paramount release, "Speedy." The book is to be issued in the United States simultaneously with the release of the picture, and will be illustrated with actual scenes from the film. The book tie-up with the firm of Grosset and Dunlap, publishers, was lined up by Leslie F. Whelan, sales promotion manager of the Harold Lloyd Corporation. Holman has had a wealth of experience in novelizing photoplays. He is the author of novels based on "The Freshman," "The Cheat," "Manhandled" and many others.

PEANUTS. For "Chang" in Panama there was an excellent novelty stunt devised by John B. Nathan. It consisted of a printed card carrying an invitation to feed the elephants in "Chang," and affixed to the card was an actual peanut. The business for Paramount's melodrama of the jungle boomed accordingly.

34-DAILY TELEGRAPH SYDNEY PICTORIAL. 2nd Year, Number 27, 1927.

Movie Miscellany of the Moment

NEW PARAMOUNT HOUSE

"GRINELL" Automatic Sprinkler and Fire Alarm System
 "SIMPLEX" Hand Fire Extinguishers
 Tinned Armoured Fire Resisting Doors,
 Steel Roller Shutters, Steel Shelving and Lockers

INSTALLED BY
WORMALD BROS., LTD.

The New From Old, and Franchise, Sales, and the only
NEW PARAMOUNT HOUSE
 Work Manufactured and Fitted by
Catlyff & Marshall
 PATENTIAN MATERIALS
 SHOW FRONT AND SHOW CASE SPECIALISTS
 14-20 SLADE STREET, NEWTON

A MODERN FILM EXCHANGE
 PARAMOUNT'S NEW HEADQUARTERS

"UNION"
PORTLAND CEMENT
 WITH AN UNBROKEN RECORD OF 25 YEARS
 FOR UNIFORMITY & RELIABILITY
 USED IN THE CONSTRUCTION OF
 FILM HOUSES

MANUFACTURED AT PORTLAND, N.S.W.
 BY
THE COMMONWEALTH PORTLAND CEMENT CO. LTD.

SYDNEY OFFICE: 4 O'CONNOR ST. (Corner of Lane)
 PHONE: 3688 (3 Lines)

THE PARAMOUNT EXCHANGE
 THE MILLER CHAIR COMPANY
 THE MILLER CHAIR CO.
 THE MILLER CHAIR CO.

PARARAMOUNT HOUSE
 THE MILLER CHAIR COMPANY
 THE MILLER CHAIR CO.

PARARAMOUNT HOUSE
 THE MILLER CHAIR COMPANY
 THE MILLER CHAIR CO.

HEADQUARTERS NEWS. This is how the Daily Telegraph of Sydney gave prominence to the new Home Office of the Australian organization. Note how the paper secured good advertising space from the building organization responsible for the construction of the edifice. This tie-up was arranged for by Paramount's Sales Promotion Department.

A WINNER IN CHINA, TOO

Beau Geste

And now Chinese gets an introduction to The Foreign Legion Pledge with this reproduction of a page of publicity dedicated to "Beau Geste." The picture was a great winner in the Celestial Empire, even as it has been in so many other parts of the world.

Paramount
 Revista Gacetera para los Exhibidores
 ORGANO OFICIAL DE LA PARAMOUNT FILMS S.A.

De las Diez Mejores Peliculas del Año 1927
 Seis de Ellas Lucen la Marca Paramount

La Opinion del Nicho critico Mercurio Hall.
 En The R. Y. Times de la lista de Diez Mejores

Las Diez Mejores Peliculas del Año de 1927

Un gran numero establecido por la PARAMOUNT

En 1928 de las Diez Mejores 5 con P.F.L.

THE BEST FILMS. Mexico decided that the entire country should know that The New York Times, in reviewing the Ten Best Films of 1927, selected Paramount pictures for six of the ten places. This is how the news was carried in an issue of "Paramount," the weekly publication edited by Rafael Lozano. The news was continued onto an inside page.



THE FOREIGN LEGION PLEDGE



AD SALES and AD SENSE

by Sammy Cohen

An old negro appeared one day at the Congressional Library and asked for the appointment of librarian.

"Can you read and write?" he was asked.

"No sah, no sah."

"Then how do you expect to be a librarian?"

"To tell de truth, sah, ah don't expects to be librarian; ah wants to be de porter, but ah's aimin' high to hit low."

The moral of the story is of course: hitch your wagon to a star. Translated in terms of the contest, it means that the Ad Sales manager who starts out with the determination to go 200% over his quota will accomplish more than the Ad Sales manager who starts out with the idea of doing only 50% more than quota.

Profits are made from turnovers, not leftovers. Ad Sales material in the bins pays no dividends.

A little boy was asked to explain his phenomenal success at catching fish. He said, "I figured what kind of bait I'd like if I was a fish, and I give it to 'em."

We can account for the popularity of Paramount pictures in much the same fashion. Paramount has its finger constantly on the pulse of popular taste; and endeavors always to give the motion picture public the opportunity of seeing the utmost in screen entertainment.

Ad Sales are like postage stamps—not resultful until used.

MORE SIDELIGHTS ON SCANDINAVIA'S FIRST PARAMOUNT WEEK



Scandinavian Legionnaire Erling Eriksen marked the fiftieth anniversary of his birth by having the city of Bergen, Norway, celebrate the first Paramount Week ever held anywhere in Scandinavia. The full story of this celebration is told on another page; but in the third column we are illustrating one of the advertisements used (note the trade marks), and above one of the several great newspaper stories. These stories were carried by all of the Bergen papers throughout the week.



ARGENTINIAN IN MENJOU PICTURE

Among the latest arrivals in Hollywood from overseas to take up his residence in the foreign quarter of the film capital is Leonardo De Vesa. De Vesa is from the Argentine where he is known as one of the greatest actors of the South American republic, having spent seven years before the camera there.

De Vesa will make his Hollywood debut with Paramount in support of Adolphe Menjou in the latter's new picture, "Super of the Gaiety," which is now being filmed under the direction of Hobart Henley. The Argentinian plays a count. Evelyn Brent has the feminine lead.



A DESK IN SPAIN

This is Managing Director M. J. Messeri's desk that will be replaced by the personal desk of Mr. Kent. In turn, this desk will serve as the incentive for all of the branch managers in the Matador Division, and will be the prize accorded to the winning manager at the end of 1928. This idea certainly is a mighty fine one.

SCANDINAVIANS SAY, "THE GREATEST PARAMOUNT PICTURE EVER MADE"

That is the tribute General Manager Carl P. York pays "The Last Command" in a cable just sent by him ordering eight additional prints on the picture. It certainly is marvelous evidence of the success that can be looked for from the Jannings epic in Stockholm, Malmo, Oslo, Copenhagen, Bergen and the other great centers in Sweden, Norway and Denmark.

WORLD WIDE SCOPE OF THE NEW YORK STOREHOUSE

By P. H. Stilson, General Traffic Manager

Some very interesting figures have been submitted to me as to the activities of the New York Storehouse, for 1927, and I have requested that your Editor publish these statistics in the Foreign Legion Pledge because I believe this information is interesting to the Legion, and reflects great credit upon the Storehouse personnel.



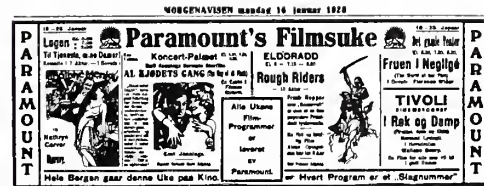
Albert L. Craig

We have at the Storehouse an able force whose heart and soul is bound up in the proper distribution of Ad Sales Material to the foreign branches. This force has never been found wanting, and its members go to extremes to protect steamer engagements and shipping schedules. The efficient Storehouse personnel supervising exports is composed of Albert L. Craig, Manager; Martin E. Carroll, Assistant Manager; Henry LeVaca, Head Export Shipper, and Mortimer Lowc, Export Shipper. These gentlemen cooperate to the fullest extent and are constantly devising means for improving the service and affecting economics. In connection with this work, we must not overlook Daniel F. Hynes, General Storekeeper for the U.S.A., under whose direction the New York Storehouse functions. While we have not had the opportunity of mentioning his name to you frequently, still we would like you to know that Mr. Hynes has, for years, carefully watched the progress of the foreign business and is responsible for many innovations and improvements in this service. This is evidenced by the fact that he has built up his Department to an organization of go-getters, of which the N. Y. Storehouse personnel is a concrete part.

The statistics record that during 1927, 2,183 orders were received from Canada which were duly shipped in 707 packages and 217 cases. From all other foreign territories, 10,667 orders were received, and distributed world wide, consisting of 2,006 cases and 1,883 packages.

STRAORDINARIO ANNUNZIO

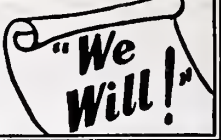
La Pagina Tre di questo numero dell'Accordo Legione Estera è dedicato ad uno dei più importanti annunci che sia stato mai fatto dal Dipartimento Estero della Paramount. Sebbene esposto in inglese, verrà tradotto a profitto di coloro che non possono leggerlo in questa lingua, e la traduzione ne verrà fatta in ogni caso dai direttori rispettivi.



FROM NORWAY. This is the advertisement from Bergen referred to on this page.



THE FOREIGN LEGION PLEDGE



AND NOW THE TRIUMPH OF "WINGS" IN LOS ANGELES— THE CITY WHERE MOTION PICTURES ARE MADE

City after city in the United States and Canada has acclaimed "Wings"—the Drama of the Skies. Now comes the triumph at the Biltmore Theatre, Los Angeles, where the picture set several precedents. First of all it was the first motion picture to be presented at \$2.20 top. Secondly it had none of the ballyhoo of klieg lights and invited notables. Thirdly, there were no personal appearances. And this is what the newspapers had to say:

Evening Herald—"The most thrilling motion picture scenes ever taken. The war in the skies, 'Wings.' With all due respect to 'The Big Parade' and 'What Price Glory,' I believe that the war scenes in 'Wings' are the greatest ever filmed. See 'Wings' by all means. I guarantee it will give you the greatest thrill you ever experienced in a motion picture theatre."

Record—"Wings' is a picture so big it can't be exaggerated. 'Wings' is the mightiest picture ever made. It completely dwarfs its sister films of the war, 'The Big Parade' and 'What Price Glory,' and as for the other 'best' pictures of recent years, they are nowhere. Even without its air scenes, 'Wings' would probably be the best war picture made."

Examiner—"Gripping aviation drama thrilled Biltmore audience. 'Wings' cannot be judged by the ordinary standards of criticism because of the path it blazes in advanced photography and direction of those unprecedented air scenes. The direction is grand. William Wellman has achieved a noteworthy success that should distinguish him as one of our few gifted directors."

Illustrated Daily News—"Wings' is easily the best war picture ever filmed from the standpoint of giving the uninformed a portrayal of combatic conditions during the World War. To describe it adequately is impossible. The picture's immensity leaves the spectator awed."

Evening Express—"Biltmore patrons had two hours of spellbinding by the most original of all war pictures, 'Wings.' Devices that accompany the film aid immeasurably in making excitingly graphic its depiction of warfare in the air. Nothing approaching the vividness achieved by Wellman's direction and his photographers has ever been done in pictures. 'Wings' is thrill after thrill and a new experience in the theatre."

Los Angeles Times—"The spectacle of the season! 'Wings' assumes that designation. It is huge, imposing and at times well-nigh monumental. The large throng were overwhelmed by the magnificence of this air epic. It is a startling blending of almost bewildering effects, sounds and action for which there has so far been no equal. The war is the background, but though there has been war picture upon war picture, 'Wings' is bound by the character of its aerial panorama to be reckoned a novelty."

O FILM "WINGS" EM SUA TRIGESIMA PRIMEIRA SEMANA

Desde sua estreia no dia 12 de Agosto, no Criterion Theatre de New York, o entusiasmo do publico ainda não diminuiu. Este empolgante cinedrama descrevendo os varios perigos da aviação moderna, foi ultimamente estreiado em varias cidades da America do Norte e em todas ellas impoz-se como uma das melhores produções cinematographicas desta temporada.

"ALAS" ENTRA EN SU 31a. SEMANA

"Alas", la colosal película de aviación, cuyo estreno se efectuó en el Teatro Criterion, de Nueva York, el 12 de agosto, ha entrado en la trigésimoprimer semana de su exhibición en el Broadway neoyorkino, en donde el éxito grandioso con que fué acogida la noche de su estreno continúa sin interrupción. Lo mismo sucede en las demás ciudades de Norteamérica donde se exhibe, e igual cosa ocurrirá más tarde en cuantas partes se proyecte en el mundo entero.

A HYMN OF THE AIR FOR USE WITH "WINGS"

Some months ago the Hymn Society of America announced a search for the best Airmen's Hymn, and offered a prize of \$100 for the winner. The prize was won by Miss May Rowland of Eastbourne, England, whose verses appear below just as they were printed in the New York Times. It is suggested that some use of this hymn might be made in conjunction with "Wings."

*God of the shining hosts that range on high,
Lord of the Seraphs serving day and night,
Hear us for these, our squadrons of the sky,
And give to them the shelter of Thy might.*

*Thine are the arrows of the storm-cloud's breath,
Thine, too, the tempest or the zephyr still;
Take in Thy keeping those who, facing death,
Bravely go forth to do a nation's will.*

*High in the trackless space that paves Thy throne,
Claim by Thy love these souls in danger's thrall;
Be Thou their Pilot through the great unknown,
Then shall they mount as eagles and not fall.*

High in the trackless space that paves Thy throne,

Claim by Thy love these souls in danger's thrall;

Be Thou their Pilot through the great unknown,

Then shall they mount as eagles and not fall.

SPLENDID JANNINGS INTERVIEW

One of the best interviews ever woven from the life and achievements of Emil Jannings, appeared in the January 28th issue of The New Yorker. It occupied four pages of The publication and was written in very sprightly and informative style.

TRULY voicing the spirit of internationalism is this six-sheet poster which has been produced for "Wings." We even believe that it is the most international poster ever produced for a motion picture. In keeping with it, all of the posters and other Ad Sales items which have been prepared for "Wings" possess this same element of appeal, as a perusal of the special press book compiled for the picture will adequately testify. In addition to this press book, a steady stream of other information on the picture is being sent to all parts of the world, and even now there is in the post a supplementary booklet of additional features to the picture being sent out over the signature of Mr. Seidelman.



GOOD DIRECTOR! GOOD CAFE! GOOD FOOD!

Herewith an intimate glimpse of Ernst Lubitsch, foremost Paramount director, and a few friends enjoying the gastronomical glories of the palatial cafe in Paramount's Studio.

STAMPS COMMEMORATE LINDBERGH'S THRILLING CENTRAL AMERICAN TOUR

During December, January and February, when Colonel Charles A. Lindbergh thrilled the world with his epochal tour of Central and South America, the various republics that he visited vied with one another in the production of special Lindbergh Air Mail stamps.

Several of these stamps found their way to Home Office, and were seized upon with glee by the philatelic members of the Foreign Department (provided the letters ran the gauntlet of the mailing department).

Clarence Margon sent stamps from Mexico, John B. Nathan gave us samples of Panama's and Colombia's tribute to Lindbergh; and then Arthur L. Pratchett, running the riot risk at the Havana Post Office, sent us samples of the Cuban stamp.

"DER LETZTE BEFEHL" BRICHT REKORDE

Der neueste Emil Jannings-Film der Paramount, "Der Letzte Befehl," warf alle Rekorde in der Geschichte des Rialto Theaters, New York City, über den Haufen. Der Film, welcher seinen siebente Woche beginnt, wird sicher noch viele Wochen im Rialto laufen. Die Kasseinnahmen betragen nach Ablauf der ersten zwei Wochen über hunderttausend Dollars.

ACES OF ALL NATIONS IN THE DRAMA OF THE SKIES

a Paramount Picture
A LUCIEN HUBBARD Production
Directed by WILLIAM A. WELLMAN

"WINGS"

CLARA BOW
CHARLES ROGERS
RICHARD ARLEN
AND
ARLETTE MARCHAL
GARY COOPER
JOBYNA RALSTON
HENRI B. WALTHALL
EL BRENDEN
RICHARD TUCKER
"GUNBOAT" SMITH
ROSCOE HARNES

H. Hobine

Paramount



**AROUND
THE
WORLD**



Vol. I. No. 1.

April Second, 1928

Worth: Everything You Can Give It.



Greatest

1928

Year!

Paramount's
FOREIGN LEGION



"Matters of Moment Become Matters of Ours"

Editorial Page of

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential.

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane, Associate Editors: O. R. Geyer, R. M. "Dick" Blumenthal, George Weltner. Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Voll dampf Voraus" (Germany), "Ca de Casa" (Brazil).

Vol. 1 April 2, 1928 No. 1

THE two very significant words which dedicated 1928 as our "Greatest Year!" were written by every Paramounteer in our own International Organization.

By your very action in making 1927 our greatest year to date you signified that 1928 would have to be greater than it in order to meet with your approval. Your 1927 efforts were the greatest chapters of progress ever written, and written into them there was the unspoken challenge that you would not consider 1927 a great year unless it could be eclipsed by the year which is now with us.

In other words, you proved that you wanted progress; and to progress one must go forward. Which brings us to the understanding that the designating of this year as our "Greatest Year!" is a matter of your own personal endorsement and sanction.

But there is to be a new progress this year. An advance in gross business alone does not signify progress. A man may go out in an orchard and pick more plums this year than he did last year. But in picking them he may have used special mechanical appliances which he didn't have last year, and they may be excessively expensive appliances: so that although he picks more plums, the cost of getting them is in excess of last year's cost. That, of course, would not be practical progress. So this year an increase in gross business is going to be only one chapter in the achievement story. There will also be taken into consideration the operating cost of each division, both in relation to income, and in comparison with last year. The distribution and income relating to Ad Sales is also going to be an important factor; and there will also be special points awarded for the increase of income over that of last year. Finally, there will be

taken into account each division's actual percentage of quota.

It may sound a little complicated, but the truth of the matter is that it is about the most logical arrangement in the world. Just suppose, for a minute, that you were judging men in order to select the most efficient man. You would first judge each one as he measured up to you at first

EDITOR'S NOTE.—As has been our happy and pleasant custom in the past, this page is dedicated to the message of Mr. Shauer. From here, each issue, he will tell you of plans for the advancement of Paramount around the world; of new great pictures and other kindred matters; but mostly he will reflect your own great achievements as seen in the mirror of his esteem of what you have done, and what your actions and accomplishments mean to Paramount.

It is to missions such as these that this page of Paramount Around the World is dedicated.

glance. This would be the gross rentals phase of the contest. Then you would judge him from the standpoint of whether he knew the value of money, and of what his tendencies towards practical economy were. This would be the operating cost phase. Then you would examine him to find along just what channels he was working in order to bring himself more knowledge and more understanding. This would be the ad sales phase of the contest. You would naturally question him to find out what he was doing a year ago, and whether or not he was fitted to take a step ahead in the great game of life. This would be the phase of the increase of income over last year. Finally you would sum all of your observations up and look at him again in their light for your final decision. This would compare with the actual percentage of quota phase of the contest.

All of these, you see, are really vital to the summing up. Gone are the days when any one of the five phases can be used singly and alone in order to judge so vital a matter as a contest of this nature. And after all it isn't so much a contest as it is a Para-

mount expression of a burning desire to progress.

You have gone along building and building—giving your very life's blood and muscle for a personal ideal as well as an organization one—and unless you can see the actual, tangible proof that you are continuing to succeed, the fight isn't all that it might be.

And you are seeing that! Every year you see your achievement grow bigger and more significant. You see a great and growing organization which is carrying Paramount's ideals!—your ideals—around the globe. Yours are the efforts that are carrying that great wave of progress on! Yours are the minds and the muscles that are making Paramount more and more paramount throughout the two hemispheres! And it's good and grand to know it!

But it is in the conducting of contests such as this "Greatest Year!" contest of 1928 that you gain your greatest expressions of personal satisfaction in achievement. And this year its five separate phases of judging will endow you all with far more opportunities than has any other similar event in the past.

I shall personally welcome the opportunity to be of assistance to any one of you in this contest.

★ ★ ★ ★

A word about two very fine box office Paramount productions.

The afternoon that "The Legion of the Condemned" commenced its current sensational season at the Rialto Theatre, New York City, I was a member of the audience, preferring thus to view the picture rather than in the projection room.

It was an experience. Not in many years have I been amidst such breathlessness, for you must know that "The Legion of the Condemned" is one of the tensest melodramas ever filmed.

A few days later I viewed "Speedy," Harold Lloyd's newest. Advance reports said that it rated as Harold Lloyd's best picture. Well, advance reports being what they are, this is hereby a statement of record that "Speedy" IS Harold Lloyd's best picture. It matters not that the locale of the story is New York City, for Lloyd has again and again proven that laughter is international when it really is laughter—and "Speedy" IS filled with laughter.

So here are two more 'aces' for your "Greatest Year!" deck.

★ ★ ★ ★

In reviewing the advance proofs of this issue I cannot allow the occasion to pass without expressing complete admiration for the manner in which all divisions that have released the picture, are exploiting and presenting "Chang."

Here was one picture that we had to show our mettle with! From our own territory it came, and it was up to us to show how deeply we appreciated that fact.

That appeal met with a deeply inspiring response. "Chang" has shattered records in England, Germany, Scandinavia, Italy, Australia, Japan, Spain and a great many other countries. It has been intelligently handled and has been exploited with great initiative and originality befitting its merits.

And it has again proven that Paramount's Foreign Legion is ever equal to the demands made of it.

★ ★ ★ ★

There are many phases of Paramount activity that I can see playing mighty big parts in making 1928 the "Greatest Year!" which our Contest designates it, and one of the most important of them is the activity in connection with Paramount Short Features.

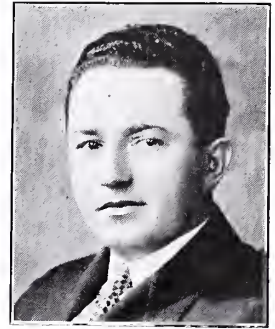
Almost a year has gone by since these Paramount Pictures were first announced: portion of a year has gone by since active distribution of the films was commenced. Both of these periods should by now be considered as very fertile foundations from which must assuredly, in the current year, spring a powerful distribution result to play its part in making 1928 the occasion of our "Greatest Year!" Contest.

E. E. Shauer

Details of the Contest Destined to make 1928 "GREATEST YEAR!"

By **J. H. SEIDELMAN**

(Assistant Manager of Foreign Department, and Adjutant of the Contest)



THE TARGETS

These are the five targets which have to be shot at this year in place of the single target of last year. It will be the Division scoring five "bulls-eyes," or the nearest thereto, that will emerge as the winner in this "Greatest Year!" Contest.

- (1) **GROSS RENTALS** from January 1st to December 31st, 1928.
- (2) **THE OPERATING COST** of your territory, both in relation to income, and in comparison with last year.
- (3) **AD SALES**—your income from, and your distribution of—
- (4) **INCREASE OF INCOME** over that of last year.
- (5) **PERCENTAGE OF QUOTA.**

A magnificent showing in any one of these will not necessarily bring victory—but it will help. It will be the aggregate showing in all five phases or chapters that will allot the points of victory.

The scheme is, we believe, the most equitable that it is possible to devise, because it takes into consideration every element of human endeavor, ambition and achievement.

THE AMMUNITION

to shoot in this "Greatest Year!" Contest

THE BIGGEST AND FINEST PARAMOUNT PICTURES. Of these we are certain! Three months of the present year have already gone by, and they have shown us the greatest array of certain winners in all the history of Paramount.

THE BEST DISTRIBUTION AND WIDEST CIRCULATION. We don't have to discuss these two points among ourselves. These are solid, undiscountable facts of which we are both assured and proud.

THE GREATEST RESULTS AND HIGHEST GROSS. This is our ever-present Great and Good and Reliable Ally.

THE MOST COMPLETE SUPERVISION. It is sufficient to know that we are part of the world-wide Paramount organization.

DIVISION ONE'S LEADER VISITS HOME OFFICE



The Paramounteers at the Crossroads of the World were very happy to have a visit from John C. Graham, Managing Director of the Great Britain and Ireland Division, and general representative of the

Foreign Department of Paramount, during March. Mr. Graham traveled to New York for conferences with Mr. Shauer on various matters of Paramount business.

Naturally he was asked about what the performances of his Number One Division will be during this "Greatest Year!" Contest of 1928; and just as naturally he drew attention to the consistently fine performances of his Division throughout the years in the past.

The "Bulldog Bunch," he added (though that isn't the name he bestowed upon them), got in to an early start in this year's contest, and under the spiritual guidance of Messrs. Goldman, Traggardh and the other sales leaders they are making for the finest goal that their efforts can secure.

Mr. Graham has every right to be proud of the steady array of consistent performances his Great Britain and Ireland organization has been responsible for during the past dozen years, and those Divisions who can equal the consistency of Division One are also entitled to be proud of their work.

The Aquitania took Mr. Graham back to London on March 23rd.

management is a satisfactory and practical one. Then there comes a contest by which the office is determined to increase its revenue, but in bringing about this increase the advance in expenses carries the percentage relationship between expenses and returns beyond the customary mark.

This is not practical business, because although more money may be returned, too many other barriers are being raised through the action of increasing the expenses. And although they are easy to raise, expenses are difficult to lower: so that in the subsequent effort to lower them, several other avenues of energy are unnecessarily tapped.

It is for these reasons that Operating Cost, both in relation to income, and in comparison with last year, will prove to be one of the vital factors in deciding the 1928 "Greatest Year!" contest.

Ad Sales, also, are destined to play a major share in the deciding of the contest, since they will be taken into account from both the income and distribution standpoints.

Naturally, too, since this is a contest of progress, the matter of the Increase of Income of each office over that of last year will have to play its big and vital part.

And finally, there is the good old standby of our every year's progress in the past — Percentage of Quota actually gained.

These are the five phases of our "Greatest Year!" Contest. For each of them there will be allotted a certain number of points, and it will be the aggregate of these points that will decide the winners when the end of the year rolls around. Super-proficiency in any one of the phases will not necessarily mean victory: the top winner will have to score the top number of points as compiled from the total number of points in each of the five divisions.

It is most sincerely hoped that the details of the Contest are now made clear. They really ought to be: but at all events we will make a point of stressing them each month for the next few issues in order that you will all be made thoroughly acquainted with them.

LAST month, spread clear across two pages, was the preliminary announcement of what is in every sense of the word the *Ambition* of each and every Paramounteer around the world. It was the announcement of the designating of 1928 as Paramount's "Greatest Year!"

A set of reasons for believing this prophecy possible, and a set of rules governing the Contest that is to make it come true, were published last month. They are repeated here for reasons which are most pleasantly obvious. Your own personal analysis of the Reasons must inevitably convince you that it is easily possible for us to achieve Paramount's "Greatest Year!" in 1928. And a review of the rules will further convince you that we have, this year, what we sincerely believe to be the most equitable basis for a contest of this nature ever devised.

Take these five rules of judgment and see the justice of them.

The first of them—Gross Rentals for the entire year—is of course powerfully important. It always has been and always will be. It is the life blood of our organization's world wide progress.

Take then the second of the rules — the Operating Cost of your territory. If the Gross Rentals is the life blood, this Operating Cost should represent the tax of energy on the heart; for it is of not much use having an abundance of blood if the cost of making and circulating it is going to strain the heart.

But to get down to more practical terms. An office returns a certain amount of revenue with a certain percentage of expenses incurred in securing that revenue. One is in relation to the other, and whichever that percentage of relationship does not go too high (although it may go as low as it pleases), then the ar-

(Continued in 4th column)

Tick, tock! Tick, tock! Time is inexorable! You can't stop it or speed it or tell it to do your bidding. All you can do is to realize that it is passing, and that every second past is a second that has gone forever. Already two complete months filled with seconds have gone past in the present year—this year which we have dedicated as our "Greatest Year!" And just what they have produced in the way of results is indicated in the columns below—columns which indicate merely the plain cold facts of the Divisions which are "Above Quota" and "Below Quota."

This will express the limit of our Results Statements in this issue: but next month we shall set forth all of the details which you have found specified on the foregoing page, in addition to giving you the details of the prizes which shall be the rewards of achievement in this "Greatest Year!" Contest.

Meanwhile, read these two pertinent lists of names, and see if your division is on the side of the page that you want it to be on.

What Two Months Have Produced THE "ABOVE AND BELOW" LIST

Divisions Above and Below Quota as at March 1st, 1928

ABOVE QUOTA
As at March 1st

- Div. 3...FRANCE
- Div. 5...GERMANY
- Div. 7...JAPAN
- Div. 6...SCANDINAVIA
- Div. 11...ITALY
- Div. 14...HOLLAND
- Div. 9...CENTRAL EUROPE
- Div. 8...MEXICO
- Div. 15...SPAIN and PORTUGAL
- Div. 8...P A N A M A

BELOW QUOTA
As at March 1st

- Div. 1...GREAT BRITAIN
- Div. 2...AUSTRALIA
- Div. 4...BRAZIL
- Div. 10...ARGENTINA
- Div. 12...CHILE
- Div. 16...CUBA

When we get a big enough space on this side we are going to print the most startling announcement that you have ever seen in print.

THE PRIZES FOR THE 1928 "GREATEST YEAR!" CONTEST

Naturally you haven't been giving a great deal of thought to any such matter as prizes for this "Greatest Year!" Contest, being so busy with securing that flying start which is so vital to the success of endeavors such as this one. But we've been thinking of the prizes, and it has been no simple task. But something or other won out in the end, and we think that we have solved the problem. That's why it gives us a more than ordinary amount of pleasure to be able to announce to you that next month's issue will positively and definitely carry the actual details of the prizes to be awarded in the Paramount 1928 "Greatest Year!" Contest.

DERNIERE EDITION D
Petit Parisien
LE PLUS FORT TIRAGE DES JOURNAUX

LE CARDINAL DUBOIS

bénit à l'aéroport du Bourget l'avion "Petit Parisien-Paramount" qui, sous la conduite de Mauler et Baud, doit entreprendre le raid Paris-le Cap

CE FUT UNE CEREMONIE SIMPLE ET EMOUVANTE EMPREINTE DE LA PLUS EXQUISE CORDIALITE



Early last month an aeroplane left Paris for Capetown, S. Africa. It was the chief instrument in a flight project devised and financed



by the Paramount News organization and the famous Parisian newspaper, "Le Petit Parisien." The object of the flight is to make motion pictures from both the geographical and entertainment standpoint to film scenes never before recorded by the camera, and to make air shots of wild beasts. Among those who witnessed the departure, were Messrs. Adolphe Osso, Albert Kaufman, Melville A. Shauer and Paramount News rep.

"Wings" Accorded Highest Australian Honor



AUSTRALIAN NEWSPAPER PAYS NICE DOUBLE COMPLIMENT

The Sunday News of Sydney in a recent issue carried a brief editorial interview with John C. Wright, who was recently sent from New York as assistant to Managing Director John W. Hicks, Jr. In concluding the interview the writer (who styles himself "A Man About Town"), said: "If he acclimatizes spiritually as well as Mr. Hicks, the new visitor will be worthily welcomed by Australians—and I am sure he will."

Mr. Shauer has received from Managing Director John W. Hicks, Jr. in Australia a cable with details of a very high honor paid Paramount's epic of the air, "Wings." The cable said:

"Screened 'Wings' last night at the Federal Capital, Canberra, before select and representative audience in honor of Australia's famous aviator, Bert Hinkler. Prime Minister Bruce, Cabinet Ministers, Members of Parliament, Navy and Army officials and other representative citizens were present. The picture's reception was wonderful. Prime Minister Bruce said that it was the finest picture he had ever seen. 'Wings' opens in May at Hoyt's magnificent new Regent Theatre, Sydney, for a long run."

In effect, this tribute to "Wings" is a very high one. The Prime Minister of Australia is the foremost citizen of the land, and the screening of the picture took place at Canberra, the Commonwealth's new federal capital. Bert Hinkler, the aviator in whose honor the screening was held, recently completed the world's record solo flight, hopping from London to Australia, eleven thousand miles, in 14 days.

OUT WHERE NATIVES OF INDIA ARE NOT INDIANS

Aided by an excellent Paramount poster background, and with whites and coolies trotting by, Paramounteers Charles Ballance (left) and William J. Clark pose directly in front of Raymond Hatton and Wallace Beery. The title of their picture is "We're in India Now." Our sartorial critic advises that the attire of Messrs. Ballance and Clark would be most acceptable on Broadway—but omitted to mention the name of the musical show. But, be that as it may, the fact remains that these two Paramounteers are doing very splendid work in the pioneering of Paramount throughout the vast and fascinating empire of India.

WELCOME!

Managing Director John Graham's Division are out in the field again with their coats off and their sleeves rolled up, and a determined look stamped all over their rugged honest faces. They say that it looks like being a tough year for those who figure on getting anywhere ahead of them.

All of this, and much more, is reflected in the columns of Division Number One's new house organ, "The Paramount 100% Program Drive."

BEKANNTMACHUNG DES 1928 KONTEST IN DIESER AUSGABE.

Auf einer anderen Seite dieser Ausgabe befindet sich die Anzeige dass wir beabsichtigen, das Jahr 1928 zu Paramounts "Bedeutendstem Jahr!" zu gestalten. Durch Ihre eigenen lokalen Anzeigen, wie auch durch die von den Herren Shauer und Seidelman an Sie adressierten Schreiben in diesem Monat werden Sie mit dem Einzelheiten dieses Kontests bekannt gemacht werden.

O FILM "CHANG" EM VARIOS PAIZES.

"Chang," o film das selvas, continua a percorrer victoriosamente o mundo. Neste numero ja damos provas de seu sucesso na Italia e na Anstralia. E' um film que tem agradado em todos os paizes onde tem sido exhibido.

"VADER" IN WEENEN.

Volgens ingekomen berichten van den Heer Ike Blumenthal, den Paramount vertegenwoordiger in Duitsland en Midden Europa, werd de eerste Amerikaanse Emil Jannings film "Vader," met geweldig success op 5 Maart voor het eerst in het Schweden Theater, in Weenen vertoont.

"Vader" is de eerste Paramount film, die ook werkelijk als een "Paramount" productie in omloop werd gebracht, waaraan zeer groote betekenis wordt gehecht, want sedert eenige jaren werden Paramount films op andere wijze in omloop gebracht. Bovendien heeft Paramount het Schweden Theater afgehuurd, teneinde de film naar behooren te kunnen vertoonten.

RUTH ELDER SIGNS PARAMOUNT CONTRACT



Ruth Elder with Adolph Zukor (right) and Florenz Ziegfeld

Ruth Elder, the dashing young lady who almost flew the Atlantic last year with George Haldeman, is to face the kleig lights in the Paramount studio in Hollywood on July 1st. She has just signed a starring contract and will have the leading role in "Glorifying the American Girl." Since the 'plane she used in her Atlantic flight was named "The American Girl" it is reasonably to be presumed that the air craft will also have its part in the picture.

WIJ HEBBEN DE FILMS, OM VAN 1928 EEN ONGEKEND SUCCESJAAR TE MAKEN!

Hoewel het voorbarig zou zijn, thans reeds den nadruk te leggen op de titels, waaronder onze films gedurende den loop van dit jaar in omloop gebracht zullen worden, geven wij iedereen de verzekering, dat het de nieuwe productie aan niets ontbreekt, om de 1928 campagne boven alles te laten uitsteken. Wij hebben reeds een aantal dezer nieuwe films gezien en wij zijn bestlist enthousiast over hun groote marktwaarde.

GRAND "CHANG" CABLE

The very cable from Australia which told Mr. Shauer about the high honor paid "Wings" at Canberra, carried a 'postscript' to the following effect regarding "Chang":

"'Chang' is a sensation in Melbourne, where it has been screening for six weeks, and now in Sydney, where it has opened for an extended season at the Prince Edward Theatre." (sgd.) Hicks.

A JAPANESE "SMASH"



This full page advertisement appeared in a foremost Tokyo (Japan) newspaper for "Underworld." What is more, it appeared in two colors, the great splash title in the centre of the layout being printed in red. Full page advertisements are rarities in Japanese papers, and this one created wide discussion—all for the good of the picture. Note, as always, the ever-present display of the Trade Mark and the line, "A Paramount Picture."

E CI SARANNO LE CINEMATOGRAFIE PER FARLO "L'ANNO PIÙ GRANDIOSO!"

Sebbene sia un po' troppo presto per delineare i titoli veri e propri, possiamo assicurarvi fin da ora che vi saranno delle cinematografie superbe per aiutarvi a fare del 1928. "L'anno più grandioso" della Paramount! Abbiamo visto molte di queste cinematografie nella loro forma completa e siamo assolutamente entusiasti sulle loro magnifiche doti, atte a richiamare i frequentatori del botteghino.

WORLD CELEBRITIES AGAIN GATHER AT THE PARAMOUNT, PARIS

According to a cable recently received by Mr. Shauer from Al Kaufman, in charge of Paramount's European Theatres, the Paramount in Paris has again been the gathering point of a bunch of notables whose presence bespeaks the world prestige commanded by Paramount. This cable reads:

"Opened salon tea today with United States Ambassador Herrick as our guest of honor. Cabinet Ministers, Ambassadors, leading members of society, Marshal Foch and many famous people present. The room is the most beautiful place imaginable." (sgd.) Kaufman

For those who are familiar with the exterior of the Paris Paramount, it should be an easy matter to place the location of this Salon Tea Room. It is above the marquee, within the curved portion of the building.



"THE LEGION OF THE CONDEMNED" A SUPER-MELODRAMA OF THE FLIERS WHOSE SWEETHEART WAS DEATH

A fictionized fact, woven in punch-filled melodramatic fashion, is the substance of "The Legion of the Condemned," which followed "The Last Command" into the Rialto Theatre, New York City, on March 17th and looks like remaining there for many months to come. Later in this article you will encounter some of the press reviews on the picture: but before that there are a few things to be said about it.

"The Legion of the Condemned" is based upon the exploits of a bunch of death-seeking airmen during the course of the world's greatest tragedy. It has nothing to do with the Legion of "Beau Geste" or "Beau Sabreur." Its characters are men who, for various reasons desire death as the climax to a great adventure. Marching majestically through its action there is a great romance, and from out of that romance we all sincerely believe that we have secured the greatest team of romantic lovers in screen history — Fay Wray and Gary Cooper.

When "The Legion of the Condemned" was shown at the Ambassador Theatre, St. Louis, (U.S. A.) a most unusual thing occurred. During the opening Saturday and

the following day the theatre was unable to get turnover, on account of the fact that so many people stayed to see the picture twice and three times. Yet despite this fact, the theatre finished up with a sum which was more than two thousand dollars above what had always been regarded as the physical possibility of the house.

There you have two very pertinent reasons why the New York critics saw fit to print such glowing eulogies of the picture as are reflected by the following excerpts:

The New York Times. William Wellman and John Monk Saunders, the two young men who were responsible for that significant production, "Wings," have contributed to the screen another melodrama of the warriors of the clouds.... Fay Wray,

a charming and competent actress, is perceived in the role of the daring Christine. Gary Cooper typifies strength and courage in his portrayal. Barry Norton gives a nice performance in the role of the English youth.

New York Herald Tribune. The film moves rapidly, is sentimentally melodramatic in its atmosphere, deals with aviation, and is skilfully directed, and therefore it is the prediction of this observer that it will be phenomenally successful at the box office.

New York American. "The Legion of the Condemned" will have a large audience awaiting it wherever it is shown, for there are enough bona fide thrills there to please everyone.

New York Telegram. "The Legion of the Condemned" turns out to be a pretty entertaining picture, with graphic illustrations of aircraft in action over the enemy lines.

New York Sun. So begins "The Legion of the Condemned," a colorful and fateful romantic melodrama. It is now at the Rialto, and those who are supposed to know about such things, insist that it will be

highly popular. And it should be, for it is possessed of a dashing spirit... Like "Wings" it offers as embroidery, stunning shots of airplanes in flight and in fight... Its romantic spirit is highly zestful, and on occasions it catches truly tragic notes... For these reasons and others it is well worth seeing.

New York Evening World. "The Legion of the Condemned" is one of the most plausible and thrilling pictures to come to Broadway in many a moon... Indeed, it is one of these team-work pictures, with all hands pulling toward a common goal. And, boy, how they reach it!

DEUX GRANDS FILMS OUVRENT A NEW YORK

L'irrésistible comédie de Harold Lloyd, "Speedy", commencera au Théâtre Rivoli, à New York City, le Six Avril, et la fameuse vedette, apparaîtra sans doute, en personne. The Legion of the Condemned" (La Legion des Condamnés), qui vient de commencer au Rialto Théâtre, remporte chaque jour un succès de plus en plus énorme.

HUIT SEMAINES AU THEATRE RIALTO EST LE RECORD DE "THE LAST COMMAND"

Durant un temps, généralement reconnu comme étant le plus mauvais de l'année, "The Last Command"—le film merveilleux d'Emil Jannings, joua pendant huit semaines, à pleine salle.

"WINGS" IN DANEMARKEN.

Denemarken is het eerste land, waar "Wings" buiten de Ver. Staten vertoond wordt. De eerste voorstelling had plaats op 7 Febr. 11. in het Wereld Theater, te Kopenhagen. De première oogstte buitengewoon succes en werd met meer dan gewone belangstelling in de dagbladen besproken, door de aanwezigheid van Prins Axel van Denemarken.

FRANCE GAINS PERFECT FILM EXCHANGE



Paramount's Exchange at Strasbourg, France

These four scenes of Paramount's new exchange at Strasbourg, France, have been forwarded by Mr. Osso, who attended the formal dedication ceremonies at the opening there on February 15th. It is the contention of Mr. Osso that this is far and away the best of the French offices, being self-contained, compact, perfectly lighted and entirely comfortable. In the scene at the top right we call your attention to the fact that the leadlight has woven into it that ever-present emblem of our organization—the Paramount Trade Mark.

"WINGS" THRILLED COPENHAGEN AS "THE HERO OF THE AIR."

February 7th was the date of the Danish premiere of "The Hero of the Air" ("Wings"). The event took place at the World Cinema, Copenhagen, and the screening was a wonderful success. The principal newspapers gave the air epic a rousing reception.

"It is a great and mighty wing-song in this moving epic in memory of the heroic aviators of the war, who fought their last battle in the

heavens and fell down to earth and broke their wings," was the way 'Politiken' summed up the picture. And 'Degens Nyheder' summed it up very well by saying "One could perceive from the animation last night at the World Cinema, which had the premiere of the great Paramount picture, 'The Hero of the Air,' that it is a real picture which deeply affected and overcame the audience.... This picture

is not one-sided: it gives in general full honor to the flying chevaliers, on whichever side they fought.... Prince Axel and several other aviators were present at the premiere, and the picture received an enthusiastic reception." The words of 'Aftonbladet' were few but effective: "The Hero of the Air' gives us something new in moving the battlefield up into the air... Richard Arlen and Charles Rogers performed splendidly, and Clara Bow took care of the smiles and love interest. 'The Hero of the Air' is an immense success."

O NOVO MAGAZINE PUBLICADO NA ARGENTINA.

Com informações de grande interesse e gravuras de bom gosto, foi publicado o magazine "Adelante Decima," órgão da divisão que tem a seu cargo a distribuição dos filmes da Paramount na Argentina, Uruguay e Paraguay. Seu editor, o Sr. Guillermo Fox, merece todos os encomios pelo seu esplendido trabalho. A poderosa divisão da Argentina espera obter o primeiro logar na campanha "O Anno do Sucesso" que é o de 1928.

UN ORGANO DE PUBLICIDAD EXCELENTE

Uno de los órganos más brillantes de la Paramount es, sin duda, el que con el nombre de "Adelante Décima" publica mensualmente la oficina de Buenos Aires con ramificaciones en la Argentina, Uruguay y Paraguay. Guillermo Fox, su editor, produce una publicación de la cual la oficina argentina puede justamente considerarse orgullosa. Sus caricaturas son admirables. En el número de Febrero encontramos detalles de la Convención suramericana y otras informaciones que nos hacen augurar un provechoso año 1928, al que muy acertadamente se ha llamado el "Año más Grande."

FOR THE SIXTH YEAR IN SUCCESSION

MARCH WAS ONCE AGAIN CELEBRATED THROUGHOUT AUSTRALIA AND NEW ZEALAND AS GREATER MOVIE SEASON. THIS IS THE SIXTH SUCCESSIVE YEAR THAT THE CELEBRATION HAS BEEN STAGED, AND PRELIMINARY ADVICES TO HAND STATE THAT THE EVENT WAS AGAIN A COMPLETE SUCCESS. SALES PROMOTION MANAGER JOHN E. KENNEBECK, HIS ASSISTANT MANAGER, MEL. G. LAWTON AND A STAFF OF ASSISTANTS THROUGHOUT THE TWO COUNTRIES ENGINEERED THE CAMPAIGN.

WE'LL SURELY HAVE A STACK OF EVIDENCE FOR YOU BY NEXT MONTH.

New Holder of the Paris Paramount's Record

Advices from Al Kaufman, in charge of Paramount's European theatres, tell that the new record for the Paramount, so far as box office receipts are concerned, is held by Adolphe Menjou's picture, "Service for Ladies." This record was established during the week which ended March 15th.

AUSTRALIA AND NEW ZEALAND PLAN YEAR LONG TRIBUTE OF LOYALTY TO JOHN W. HICKS, JNR.

The man whose inspiring leadership has made the Blue Ribbon Bunch of Australia, New Zealand and the Far East famous around the Paramount world, is to be honored this year by what is promised as the most stirring display of loyalty Paramounters have ever been engaged in. John W. Hicks, Jr., managing director and beloved leader of the Blue Ribboners, is to have 1928 dedicated in his honor, according to the following cable received in New York by Mr. Shauer from John E. Kennebeck, sales promotion manager: "*Entire Blue Ribbon Bunch launching loyalty drive to John Hicks to end of the year. We will uphold Paramount honor, which means Quota to the last man and the last shilling.*"

It is most significant that this Drive occurs as an integral part of our demonstration of 1928 as our Greatest Year! It also means that the Australians, the New Zealanders and the Paramounters of Java and the adjacent Far East territories will be setting the toughest and snappiest kind of a pace.



J. W. Hicks, Jr.



Emil Ludwig, celebrated German biographer, signing a contract in the office of Adolph Zukor, president of Paramount Famous Lasky Corporation.

EMIL LUDWIG SIGNS PARAMOUNT CONTRACT

Emil Ludwig, author of "Napoleon," "Bismark," and other widely read biographies, has signed a contract with Paramount Famous Lasky Corporation to write a biography which will be produced as a motion picture.

The subject of Ludwig's first film biography was not announced, but it is said to be a figure famous in world history.

The signing of the contract culminated negotiations which

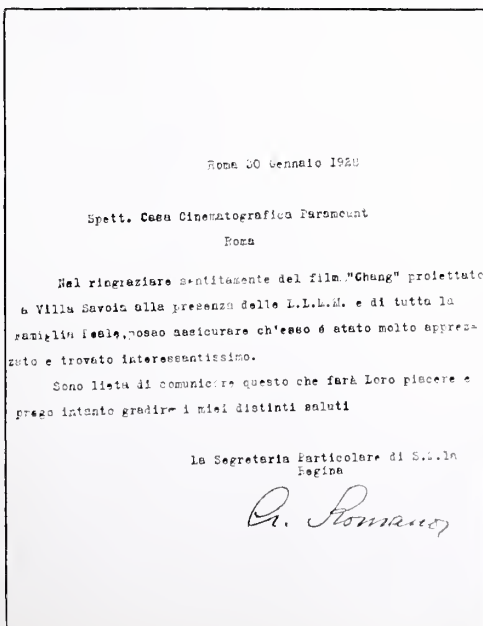
had been going on between the famous writer and Paramount officials since Ludwig's arrival in the U. S. A.

Paramount officials expressed great enthusiasm over the signing of the contract, not only because of Ludwig's importance as a writer, but also because it is felt that the vogue for biographies with the reading public will extend to the screen.

Ludwig first came into prominence with his biography of the Kaiser. This was quickly followed by "Napoleon," "Bismark" and his latest book "Genius and Character."

THE THANKS OF THE ITALIAN ROYAL FAMILY

This is reproduction of a letter written by the secretary of H. M. the Queen of Italy, expressing thanks to Paramount Films S.A.I. of Rome for the special screening of "Chang" recently given in the Villa Savoia, Rome, in the presence of the King and Queen and the Royal Family. The picture gave very considerable pleasure to all, as the letter sets forth. And other pages this issue show how pleased the Italian film fans were.



"WINGS" ("ALI") IN DANIMARCA

La prima nazione fuori del Nord America a presentare "ALI" è la Danimarca, ove questa cinematografia venne rappresentata al World Cinema di Copenhagen, il 7 febbraio. La produzione incontrò una meravigliosa accoglienza e l'evento assunse proporzioni anche più solenni a causa della presenza del Principe Axel di Danimarca fra gli spettatori.

ZWEI GROSSE FILME IN NEW YORK URAUFGEFUEHRT.

Harold Lloyds neuestes Paramount Lustspiel "Speedy" wird am 6. April im Rivoli Theatre, New York City, zur Uraufführung gelangen. Höchstwahrscheinlich wird der Star bei dieser Angelegenheit persönlich auftreten—"Die Legion der Verdammten" hat ihren Einzug bereits in das Rialto Theatre gehalten, und wurde dort begeistert aufgenommen. Einzelheiten hierüber werden Sie in einem anderen Teil dieser Ausgabe vorfinden.

"AZAS" NA DINAMARCA

O grandioso cinedrama aereo "AZAS" acaba de ser exhibido em Dinamarca com grande exito. A premiere realizou-se no Cinema World no dia 7 de Fevereiro. Foi muito bem recebido pelo publico e o espectáculo teve grande brilho por estar presente Sua Alteza o Principe Axel.

IL CONCORSO DEL 1928 VIENE ANNUNZIATO IN QUESTO NUMERO

In un'altra pagina troverete l'avviso che è nostra intenzione di fare del 1928 il "PIÙ GRANDIOSO" anno della Paramount! Per mezzo dei vostri organi locali verrete a conoscenza dei dettagli di questo concorso e delle comunicazioni che questo mese vi vengono fatte dal Sig. Shauer e dal Sig. Seidelman.

DUE GRANDI CINEMATOGRAFIE VENGONO PRESENTATE A NEW YORK

La più recente scena comica della Paramount, con Harold Lloyd a protagonista, "Speedy" ("Sollecito") verrà presentata al Teatro Rivoli di New York City, il 6 aprile; con tutta probabilità, l'artista in persona parteciperà alla rappresentazione—"The Legion of the Condemned," ("La Legione dei Condannati") ha già iniziato il suo corso al Teatro Rialto, dove incontrò la entusiastica accoglienza descritta in un'altra pagina.



Paramounteers Around the World Laud "The Last Command"

Shortly after the new year began, and right after he had viewed for the first time the magical wonder of "The Last Command," Mr. Seidelman wrote to every Division Leader a letter expressing *his* sentiments with regard to this superb Paramount picture, and asking for an expression of *their* sentiments following their first viewing of the film. Below are given excerpts only of the letters he has received up to the time of this issue of Paramount Around the World going to press.

Mr. J. C. Graham, on behalf of the organization of Great Britain and Ireland, said: "The Last Command" is truly a wonderful picture, and to our minds here, presents the finest piece of acting ever seen in any picture. We intend to set our quota on it very high."

M. Adolphe Osso spoke these sentiments for the French Paramounteers: "We have just screened 'The Last Command' and I agree with you that it is the greatest picture Paramount ever made. I believe that we are going to have a tremendous success with this picture. I never saw a piece of acting better than that of Jannings in this film."

Mr. Gus Schaefer radioed from Berlin as follows: "Just screened 'The Last Command.' This is the greatest Jannings picture ever made and is a real road show for Central Europe. Look for record business."

Mr. C. Peereboom wrote for the Dutch Paramounteers these remarks: "If this picture is still better than 'The Way of All Flesh,' I guarantee you even better prices for it than we secured for the first Jannings picture. And it must be noted that the prices obtained for 'The Way of All Flesh' broke all of the then existing records in Holland."

Mr. Ike Blumenthal was brief but super enthusiastic in his letter: "I have just screened 'The Last Command' and while dictating this letter, am still living the picture. This film will gross in Germany the biggest sum any Paramount picture has realized heretofore. . . . Will roadshow this picture this coming fall and can only say I am proud to be able to show such product to the public here."

Mr. Tom Cochrane, writing from Japan, said: "I think 'The Last Command' one of the best pictures I have ever seen in my life, and I have not been able to pick a flaw in it from start to finish. . . I firmly believe that the picture, with Emil Jannings and Evelyn Brent, plus the direction of Von Sternberg, is capable of rolling up a gross almost equal to that of 'The Ten Commandments.'"

Dr. Kahlenberg, general sales manager of Parufamet, in Germany,

wrote: "Recently I saw 'The Last Command' for the first time and I must say that I have never found a Jannings film so excellent as this production. . . One must congratulate Paramount on this picture, and Parufamet is entitled to expect an extraordinary business with it."

Mr. Carl P. York wrote four wonderful pages from Stockholm, and selecting excerpts from them has been a task in itself: "We received your letter regarding 'The Last Command' and admit that we were somewhat skeptical as to whether it was possible ever for Paramount to produce two equally great Jannings features in succes-

IL Y AURA DE "GRANDS FILMS" POUR LA "PLUS GRANDE ANNEE" DE LA PARAMOUNT!

Bien qu'il soit encore trop tôt pour que nous puissions citer les titres, vous avez notre assurance des films superbes que vous allez recevoir, pour vous aider à faire de l'année 1928, la meilleure et la plus grande année pour la Paramount! Nous avons déjà vu plusieurs de ces films, et notre enthousiasme est sans borne devant la qualité de ces productions merveilleuses, qui nous assurent d'ors et déjà des succès magnifiques.

CONGRATULATIONS

Von Sternberg gets Treasured Telegram

Josef von Sternberg has received a congratulatory telegram from Feodor Chaliapin, the operatic impressario, concerning von Sternberg's direction of "The Last Command," which he will treasure the rest of his life.

Here's the telegram, which speaks for itself:

"Saw 'Last Command' yesterday. Have rarely experienced such artistic pleasure. Cannot refrain from congratulating you and Paramount on this splendid production.

(Signed) Feodor Chaliapin."

sion. Yesterday we had the privilege of viewing this marvelous work of art and we do not blame you for saying that it would be Paramount's greatest picture for 1928. We had never believed that 'The Way of All Flesh' would be equalled, because in our estimation it seemed to be the highest and most perfect level that could be attained in pictures of this nature. In 'The Last Command,' however, both Jannings and Mr. Lasky topped their own past endeavors and we want to extend to them our compliments. . . . Actions speak louder than words, and you may rest assured that 'The Last Command' will gross more money in

Scandinavia than any other picture we have ever had."

Mr. Erling Eriksen also spoke for Scandinavia when he wrote from Oslo as follows: "I have just had the great pleasure of viewing 'The Last Command.' It is wonderful in every way, and is certainly the greatest picture Paramount has made to date. Of course this picture is far greater and more powerful than 'The Way of All Flesh.' I only wish that we may take in as much money as we really believe the picture to be worth. Therefore you may rest assured that everything possible will be done to make this picture Paramount's greatest success in Norway."

THREE HUGE SETS CONSTRUCTED FOR JANNINGS' "HIGH TREASON"

Three of the largest sets ever constructed for motion pictures have been erected at the Paramount studio in Hollywood for use in Emil Jannings' latest starring picture, "High Treason."

The three sets consist of a corridor and staircase; a throne room taken from the original in the Palace of St. Michael in what was then St. Petersburg, but is now Leningrad and a section of the main thoroughfares leading to the palace, five hundred yards long, complete with massive buildings on each side.

Ernst Lubitsch, who is directing the picture with Florence Vidor, Lewis Stone, Neil Hamilton and Harry Cording supporting Jannings, plans to use several thousand players in these enormous sets.

The corridor and staircase set occupies almost the whole of one entire stage. The steps of the staircase are fifty feet wide and number nearly one hundred. They are made to represent green veined marble and lead from a lower level upwards to two great bronze doors, carved with the Imperial eagles of Russia.

The throne room in which the final tragedy of "High Treason" is enacted, is one of the largest and at the same time one of the most strikingly beautiful sets ever constructed on the Paramount lot. It was designed by Hans Dreier, as were also the other two. The walls of the throne room are hung with enormous tapestries with heroic figures of knights in full armor engaged in jousting and hunting. The floors are green veined marble. The amazingly intricate design of the roof is one of the most beautiful features of this set.

The street set occupied the studio construction forces for nearly two months and when seen on the screen will be one of the most impressive ever built in Hollywood. It is over five hundred yards in length, with something like seventy stone buildings, two, three and four stories in height, on each side. The



BY 'PHONE. Emil Jannings inaugurates the Los Angeles-Berlin telephone service by telephoning direct to his mother in the suburbs of Berlin from the set in the Paramount studio in Hollywood where he was working under the direction of Ernst Lubitsch in "High Treason." Jannings really got a great thrill from the experience of speaking to his Mother 7,000 miles away.

houses are all practical, with massive doors and gates leading to court-yards which are also completely finished and will be used in filming "High Treason."

Remember! EMIL JANNINGS in "HIGH TREASON," an ERNST LUBITSCH production, a Paramount Picture.

"ADELANTE DECIMA" IS GREAT ARGENTINIAN PUBLICATION

LOS CONGRESALES LLEGAN A RIO



Mr. Day. — Lange, del Villar, Bauer, Viglione, Oliver, Croce, Flaherty. (Bienvenidos, mis amigos, al Congreso, Paramount)

This magazine, breathing the very fire and enthusiasm of The Gaucho Division of Argentina, Uruguay and Paraguay, grows better with every issue. We have the February number to hand, with its stirring story of the South American Convention, and with a simple explanation of how Argentina came to win Mr. Lasky's desk. It seems that they aimed at first place, but failing to reach it—and being ahead of third place, they very naturally were placed second.

But they are not satisfied with this, and they have taken much space for text and cartoon to show how they believe that they cannot

fail to secure first place in 1928. It all seems so certain when one sees it in print in "Adelante Decima;" but of course there will be other arguments from other parts of the world to dispute it ere long.

Meanwhile we have taken the liberty of reproducing one of the best of the magazine's cartoons showing General Manager John L. Day, Jr., welcoming Messrs. Lange, del Villar, Bauer, Viglione, Oliver, Croce and Flaherty to Rio de Janeiro.

For the excellence of the publication we offer our congratulations to Editor Guillermo Fox and his most capable staff of cartoonists and writers.

LASKY DECLARES "ABIE'S IRISH ROSE" FINEST PICTURE EVER PRODUCED

Staking his reputation as a showman and a film producer for fifteen years on his judgment, Jesse L. Lasky, pioneer of the screen entertainment field, has gone on record that Anne Nichols' personally supervised film version of her famous play "Abie's Irish Rose" is the greatest motion picture ever made.

"The inspiration that made Miss Nichols turn over her play into the greatest theatrical property the world has ever known has carried on many-fold into the screen version," Lasky stated. "I make my claim for the picture after carefully weighing all facts that enter. I know that the public expects me to say that the picture is good. But I go farther than that. I say that, in my judgment which is based on fifteen years of motion picture production experience, 'Abie's Irish Rose' has the greatest entertainment value, and it, through its message of universal tolerance, will do the greatest good of any motion picture made to date."

Mr. Lasky paid unstinted tribute to Miss Nichols as being largely responsible for the success of the screening of her play. He also praises wholeheartedly the direction of Victor Fleming and the acting of Jean Hersholt, Nancy Carroll, and Charles Rogers, the principals.

Jerry Hoffman, Hollywood correspondent for the New York Morning Telegraph, through means unknown and perhaps by chance, was present at one of the carefully guarded audience-test previews of the picture. In his review, wired



Three of the people responsible for the enthusiasm in Mr. Lasky's report on "Abie's Irish Rose." They are: Charles Rogers, Anne Nichols (author and supervisor) and Nancy Carroll.

to New York, he said: "Anne Nichols' 'Abie's Irish Rose' is the greatest box-office picture made in years....Anne Nichols supervised the making of every scene in 'Abie' and without detracting any of the glory from Victor Fleming (the director) one can't help but marvel at the tender care Anne has given her offspring in this new stage of its life. If there remain any records to be shattered....the picture will shatter them."

"RED HAIR" WILL SET THE WORLD AFIRE

In Arch Reeve's exclusive preview of Clara Bow's newest picture, "Red Hair," sent from the Hollywood studio recently, he says, merely by way of a prelude: "What can't you do with a girl who has it and red hair?" After waiting two weeks for him to supply the answer we are going ahead with the job of quoting Madam Elinor Glyn's treatise on the subject of red hair, and regarding which she says:

"Red-haired people are things apart in nature. They belong to no special country and no special race, appearing among Celtic, Anglo-Saxon and even Latin peoples apparently for no special reason. The red-haired men and women have strong vitality and a fighting quality. They have passion and pep and perspicacity and woe to the man who angers them or the woman who crosses their paths. At the same time they repel and fascinate, arouse anger and devotion, irritation and satisfaction and are, in short, dynamic paradoxes."

JANNINGS FA "HIGH TREASON"

Si stanno facendo grandi progressi nella nuovissima cinematografia di Emil Jannings "High Treason," la quale viene diretta da Ernst Lubitsch. Questa cinematografia è stata progettata in modo da rappresentare la più grande di tutte le cinematografie di Jannings. L'insieme degli attori è anche meraviglioso, con in prima fila Lewis Stone e Neil Hamilton, Florence Vidor, Tullio Carminati e Vera Voronina.

500 FOR "WINGS"

April 18th will witness the 500th screening of "Wings" at the Criterion Theatre, New York City, where Paramount's epic of the air is scheduled to run at least until January 1929.

BEBE GAVE A CUP

As portion of the exploitation of the Paramount swim picture, "Swim, Girl, Swim," in Hobart, Tasmania (Australia) recently, there was a spectacular swimming race in the Derwent River. The stunt was arranged by Exhibitor George Dean, who showed enterprise enough to cable Bebe Daniels in Hollywood for a silver cup for the winner. Bebe replied in the affirmative, so a silver cup, engraved from the Paramount star, went to the winner.

THE THREE DEGREES OF OPTIMISM

A very celebrated philosopher, whom we all know and very deeply respect, has a theory on Optimism and its relationship to Performance which is so true that it can only be the truth. His contention, stripped of all technicalities, is as follows:

- Optimism—plus Performance—G R E A T
- Optimism—plus Part-Performance—FINE
- Optimism—without Performance—hell

Movie News
for The Quirindi Advocate
SPECIAL SERVICE
from Paramount Studios

A PUBLICITY SERVICE

Sample of one of the headings now being supplied gratis to country newspapers throughout Australia and New Zealand. Scores of publications are using these local headings in every issue, and devoting at least two columns of space to Paramount publicity news supplied by mail direct from the Home Offices in Sydney, Australia and Wellington, New Zealand.



Title.	Players.	Date.
"THE FLAG LIEUTENANT"	Harry Edwards	
"SEÑORITA"	Bebe Daniels	
"TEN MODERN COMMANDMENTS"	Eather Raleigh	
"ROLLED STOCKINGS"	Paramount Junior Stars	
"FIREMEN, SAVE MY CHILD"	Wallace Berry and Raymond Hatton	
"MANPOWER"	Richard Dix	
"WEDDING BILLS"	Raymond Griffith	
"RUBBER HEELS"	Ed Wynn and Chester Conklin	



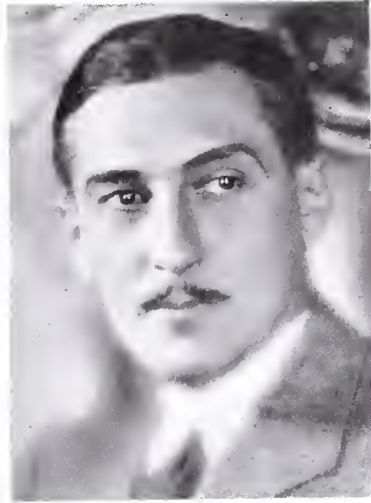
A NATIONAL AD. FROM AUSTRALIA

Ever since the introduction of national advertising of Paramount Pictures fifteen years ago, Australia and New Zealand have continued to use a consistent year-around campaign of newspaper and magazine advertising. Reproduced above is one of a series of advertisements put out as part of a campaign supervised by Advertising Manager Hermann Flynn, with Art Manager George Lawrence supplying the drawing.

UNIQUE "CHANG" REVIEW

In the course of a letter written by Carl Ponedel, general manager of Paramount's Coliseum Theatre, Barcelona, Spain, he quotes the following paragraph from a unique review on "Chang" published in the newspaper El Nervion of Bilbao:

"If, in the future, a better thing is intended, or a picture more forceful than 'Chang,' it will be necessary to place one's self in the mouth of the wild beast and photograph the functioning of its stomach. Only by doing this will you be able to better 'Chang.'"



HUNGARIAN FILM PLAYER

Paul Lukas, celebrated film star of Hungary who was signed by Adolph Zukor during the Paramount president's most recent trip to Europe. Lukas has already done excellent work opposite Pola Negri in "Loves of An Actress," and is appearing with the same star in her current Paramount picture, "Three Sinners."

A KING PREFERS A FILM TO THE FOLLIES

The Licht-Bild-Bühne of Germany, in its issue of February 27th last, said:

Aman Ullah, King of Afghanistan, who is the celebrated guest of the German Reich, visited the Gloria-Palast on Sunday night with his closest attendants and saw there the Parufamet film, "Special Delivery." Originally a visit to the theatre was planned, but the King preferred the film.

ARGENTINIE HEEFT EEN SCHITTEREND KANTOOR-ORGAAN.

Een der mooiste uitgevoerde kantoor organen der Paramount Maatschappij is de "Adelante Decima" welke in Argentinië, Uruguay en Paraguay verschijnt. De redactie is bij den Heer Guillermo Fox in zeer goede handen en vooral de teekeningen en karikaturen zullen geenszins hun effect missen. De Februari editie handelt hoofdzakelijk over de Zuid-Amerikaansche Conventie en wij lezen in het verslag, dat de Argentijnen aan het einde van 1928 aan het hoofd uit de nieuwe Paramount campagne te voorschijn willen treden.

DOS PROXIMOS GRANDES ESTRENOS

Lo serán, sin duda, los de "Speedy," la película de Harold Lloyd que se estrenará el día 6 de abril en el Teatro Rívoli de Nueva York, en cuyo estreno aparecerá probablemente en persona el célebre comediante. Cuando estas líneas se publiquen, en el Teatro Rialto se habrá estrenado ya "La Legión de los Condenados," de la cual hablamos extensamente en otro lugar de este número.

"WINGS" HEADED FOR TERRIFIC SUCCESS IN JAPAN

When "Wings" unfolds its wonders before its first Japanese audience some time this month, it will have along with it the greatest presentation effects ever witnessed in Japan. Our advice to this effect is contained in a letter written to Mr. Seidelman by Tom D. Cochrane late in February, portions of which we reprint here.

Upon receipt of your letter of January 5th, about "Wings," I called the gang in, read the letter to them, and then we discussed it from every angle. Prior to this, however, we had shown our first copy to the Army and Aviation people, secured their approval, and they are helping us in every way possible. Their word of mouth help will be of great value to us when we start the picture.

We also showed it to a few leading members of the House of Peers, and are now about to show it to the Emperor and Prince Chichibu. In this connection I want you to know that Prince Chichibu comes to our Tokyo office to see pictures and will not go anywhere else. Of course every move he makes is known in advance, and when he visited our office the last time, the whole city was lined with police, the streets cleared, and the people could not understand why such

a great man would go to the Paramount office to see pictures. He sat quietly and comfortably in our little projection room, accepting cakes and tea and he had a good time. This was at once written up in all the papers and it helps us in a great many ways.

Back to "Wings." You ask us how we are going to put it over. We will make use of the Magnascope and Sound Effects in every possible way and will put this picture over in a way that has never been touched in this country. The whole Paramount force is working on it, and the newspapers are eating it alive. To give a complete outline of our plans would be impossible just now, for we are staging something new each day. We will, however, put the picture over in a way in keeping with our intention of having it eclipse our gross with "The Ten Commandments"—our existing record to date.

AS PREMIERES DE DUAS GRANDES PRODUCCOES DA PARAMOUNT

No Theatro Rivoli de New York, já está sendo exhibida a nova cinecomedia de Harold Lloyd intitulada "Haroldo Veloz," e no Theatro Rialto já foi estreada "A Legião dos Condenados," um cine drama de grande espectáculo. Ambas estas produções foram recebidas com demonstrações de agrado por parte do publico.

"DER WEG ALLEN FLEISCHES" IN WIEN

Laut Berichten von Herrn Ike Blumenthal, welcher die Paramount Organisation in Deutschland und Zentral-Europa leitet, konnte Emil Jannings erster Paramount Film "Der Weg Allen Fleisches" am 5. März eine ausserordentliche Pre-

miere im Schweden Theater in Wien verzeichnen. "Der Weg Allen Fleisches" ist der erste Paramount Film, welcher direkt als Paramount Film in den letzten Jahren in Oesterreich herausgebracht wurde, und ist der grosse Erfolg dieser Produktion daher von ganz besonderer Bedeutung. Das Schweden Theater wurde extra von der Paramount verpflichtet, damit dieser Films seiner Qualität entsprechend herausgebracht werden konnte.

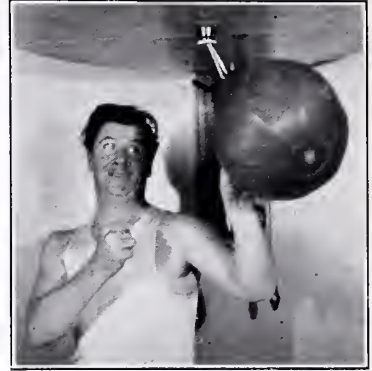
"CHANG" UEBERALL ERFOLGREICH

"Chang," Paramounts packendes Melodrama des Dschungels, rast um den Erdball. In dieser Ausgabe geben wir Beweise seines wundervollen Erfolges in Italien und Australien wieder. "Chang's" Triumph ist mit einem Worte international.

PARAMOUNT'S PART IN GIANT SPANISH CARNIVAL



This is the wonderfully attractive float entered by the Paramount Home Office for Spain in the recent Carnival held in Barcelona. It is plainly observed that the Paramounteers used a Trade Mark for their *plato fuerte*, and it can also be observed, by close peering, that each of the stars was fashioned from the flag of a foremost nation. Truly an inspiring gesture of internationalism.



PUTTING IN THE PUNCH

No wonder George Bancroft's pictures pack such a walloping punch, for here we see him going through the exercises which preceded every day of his work on his recent Paramount pictures, "Underworld" and "The Showdown."

"HET LAATSTE COMMANDO" SLUIT NA 8 WEKEN IN HET RIALTO THEATER.

Ofschoon de theaters omstreeks dezen tijd van het jaar gewoonlijk klagen over recettes, heeft "Het Laatste Commando," de nieuwe Emil Jannings film, daartoe geen aanleiding gegeven. Gedurende de 8 weken, dat de film in het Rialto Theater liep, was de zaal steeds vol.

THE EVERGREEN LIMERICK WORKS OVERTIME FOR "CHANG"

Division Number One is forging to the fore again with another snappy house organ. It is "The Paramount 100% Program Drive," and again its editor is A. O'Connor. That he is a believer in the axiom that "Good old ideas are ever new" is proven very effectively in issues Nos. 5 and 6, wherein he has devoted good space to a bunch of excellent limericks on "Chang." Much as we want to, we cannot quote all of the poetic effusions; but we at least select two of them.

One of the young ladies of the London Home Office, signing herself merely "S.E.A." sent in a series of what she called "Changles," which viewed "Chang" from several angles—the Salesman's, the Exhibitor's and the Fan's. This is the Salesman's:—

*We may tell the most heart-rending tales
Of the hardships of making film sales,
But our theories go bang
When we're dealing with "Chang,"
For it just sells itself — never fails!*

And there is another one, written by Miss L. M. Rodd, of the Voucher Record Department of the London Home Office, which reads:—

*Now "Chang's" the best film,
you can bet,
That's been shown to the people,
as yet.
And fifty years hence,
If they've got any sense,
There'll again be no seats "to be let."*

USING FILM SUBJECT TO DO FILM'S WORK

Like a doctor asking his patient to perform his own operation was the wise action of Paramount News recently, when the giant dirigible Los Angeles made the first non-stop flight from Washington to Panama. Paramount News had to have films showing the arrival of the sixth-of-a-mile long air monster over the Panama Canal as soon as possible. Steamers and trains would have meant a trip of just about a week, and the news would have been old by that time.

So Emanuel Cohen, organizing head of Paramount News' activities around the world, made the necessary governmental arrangements, wires flashed, Morse keys clicked, telephones rang—and when the Los Angeles cast off from the mooring mast at Panama she had aboard hundreds of feet of negative showing the ship over the Canal.

Less than two days later the film was being shown to Broadway audiences, through just another example of Paramount News initiative and organization.

SPECIAL NOTE. We have learned, as a last minute postscript, that the Paramourteer responsible for the securing of this film, and its placing aboard the Los Angeles for shipment to New York, was none other than John B. Nathan, that energetic and enterprising Paramourteer who contracts for fish in his spare time, and fishes for contracts in his busy time. His headquarters are in the Colon Office managed by Harry Novak; but you can address John Anywhere between Mexico and the southern boundary of Ecuador.

Congratulations for your work, John. It was well done, and marked by such a display of modesty that not even your name appeared in the special story that went out to the trade papers.

NEWS OF "THE NEWS" IN BOOKLET FORM

The Carrier Engineering Corporation, which manufactures the plants which give such perfect atmosphere to the world's foremost motion picture theatres, has given over an entire issue of their publication, "The Weather Vein," to telling the complete story of the activities, scope, ramifications and world-girdling completeness of coverage of the Paramount News. It is the belief of Paramount Around the World that copies of this booklet are being sent to all offices.

ANUNCIO DEL CONCURSO DE 1928

En otro lugar de este número publicamos el aviso del Concurso que se está organizando para 1928, al cual se ha dado el título del "Año más grande." Cada empleado recibirá detalles de este concurso de su oficina local y de los mensajes que acerca de él les dirigen los señores Shauer y Seidelman, publicados este mismo mes.



It can most truthfully be said that "The Eyes of 'The Eyes of the World'" are none other than the globe-girdling bunch of cameramen who film the news for the Paramount News. Here they are shown on a New York roof during a recent convention. Editor Emanuel Cohen is in the center of the group.

THE ROMANCE OF PRODUCING AND DISTRIBUTING PARAMOUNT NEWS

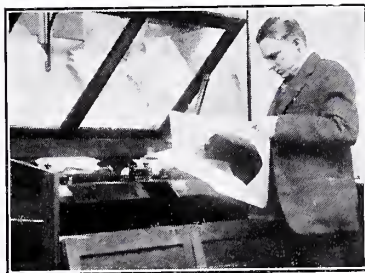
(By One of the News Reel Staff)

To the amazement-proof motion picture habitue the news reel is merely a familiar part of the program, and the almost unbelievable achievements of its producers are accepted without especial notice, as something to be expected.

Most probably you have wondered how that brief series of moving shadows was recorded in some far distant place; how it was developed, edited, condensed and printed, delivered to a particular movie theatre, be it in Capetown or Cairo, so that its audience may see what had, but a short time ago, transpired thousands of miles away.

There's wonder and romance in the film story made from a brilliant scenario, with the aid of vast studios, elaborate systems of lighting, trained actors and actresses, and experienced directors. Of course there is.

But there's wonder and romance and thrill in the News Reel, made any time, anywhere, anyway, winter or summer, rain or shine, blizzard or resaca, on land or water, or in the air, with the valiant cameraman taking the locale and the action as he finds it! Life writes the scenario, fate is the director, the whole world is the studio, and Paramount News gets it as it happens.

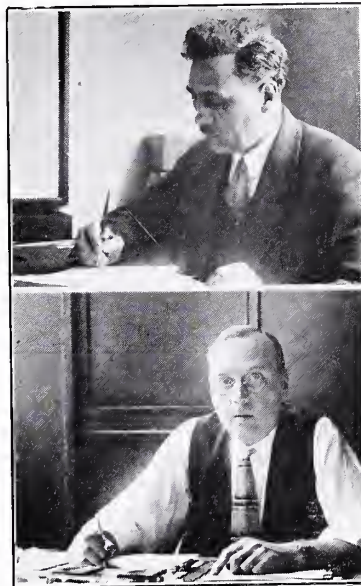


The A. P. Tickers

In West 43rd, Street, New York City there is a modern steel and concrete building which is known as the Paramount News "Lab." It is here that the negatives of the news items caught by staff cameramen are received and it is from this building that they issue forth some hours later, edited, translated and packed for shipment to the wide world.

The whole project, is, of course, under the direction of Mr. Emanuel Cohen who founded the first reel more than seventeen years ago, and whose achievements, including many famous "scoops," stand unparalleled in this breathless world of speed.

In their offices at the laboratory, A. J. Richard, Assistant Editor, and S. H. McKeon, Assignment Editor



Asst. Editor A. J. Richard and Assignment Editor S. H. McKeon.

with a corps of assistants, watch day and night, minute by minute, the world-wide dispatches of the Associated Press News service. A battery of automatic type-writers operated by telegraph click off the news of the world unceasingly.

An American girl, Ruth Elder, in her trim 'plane, "The American Girl," attempts the crossing of the Atlantic by air. The News Reel has already shown us her pretty self and her 'plane. When she is forced down at sea a Paramount cameraman is waiting at the nearest port, ready to show us how she looked after her remarkable adventure. Then, that the precious film, the NEWS, may reach New York without the delay that so quickly drains the life of news, radio scours the ocean for a ship to carry the film to the waiting "Lab." Finally a New York bound freighter is reached and persuaded to turn three hundred miles from her course, in order that the next Paramount News Reel may contain one hundred and fifty feet of film shot in the Azores.

This particular piece of motion picture negative reaches New York, is rushed to 43rd Street and within one hour and five minutes from the time that it has entered, it has been included in the current issue of the news and the high-speed machinery turning out prints for distribution at the rate of 800 feet a minute.

The very first print so turned out

NEW FIELDS TO CONQUER

A very interesting article appeared in the Moving Picture World recently regarding the placing of the News Reel in theatres showing a spoken play. Here are extracts from the article.

"The newsreel as a between-acts attraction at so-called legitimate theatres is now an established fact. The latest case to come to light is at the Greenwich Village Theatre, in the heart of New York City, where the newsreel has been adopted as the welcome diversion during the long and tiresome pauses between scenes.

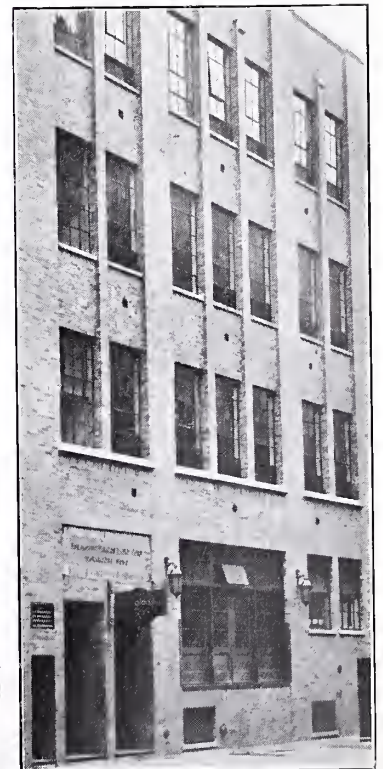
With the development at the Greenwich Village theatre we have the straight use of newsreels to fill out the intermissions, and from now on one can expect a steady increase of this policy."

The article finishes as follows: "Incidentally, the use of the newsreel between acts has been a regular policy in European "legit." theatres for some time. The only recent adoption of the policy in this country seems to indicate that there are times when we can learn from the Old World. The use of the newsreel between acts seems a case in point."

There is little that we need add, except that every additional booking is good business. —G.W.

is immediately dispatched to the Home Office of Paramount, six blocks away where it is reviewed by George Weltner, in charge of the foreign edition of Paramount News, and by Ventura Surenda, Arthur Coelho and Nico Vandenstein, who translate the titles respectively into Spanish, Portuguese and Dutch. While the translators are doing their work, Weltner is editing the reel for each country to which it will be shipped, deleting those parts which will not be of interest and substituting other extra items which are

(Continued on Page 18)



The Paramount News "Lab."

The Paramounteers of ITALY

who won MR. ZUKOR'S DESK



In keeping with a promise to show you the Paramounteers whose united efforts were successful in winning for Italy the Desk of Mr. Zukor, we present herewith the entire personnel of the Italian organization, with the exception of Managing Director David Souhami and his assistant, Americo Aboaf, who were away at the time the photographs were taken. The following key will identify the Paramounteers.

(A) HEAD OFFICE, ROME: (From left to right): Front row (seated): Mr. Aldo Vergano, Manager Publicity Department; Mr. Antonio Baroni, Manager Technical Department; Mr. Joseph Souhami, Manager Controlling Office; Mr. Giacomo Della Fornace, Chief Accountant.—Second row (standing): Mr. U. Scotti (T. Dt.); Mr. C. Petretto (T. Dt.); Mr. E. Piazza (P. Dt.); Mr. U. R. Pitta (P. Dt.); Miss G. Carver (C. O.); Mr. P. Pandolfi (C. O.); Miss M. Calderoni (C. O.); Miss G. Caprani (Acc. Dt.);

Miss E. Pignani (Acc. Dt.).—Third and fourth row (standing): Miss A. Astolfi, M. Bardi, E. Latini, A. Giacomoni (Inspectresses); Miss L. Reverberi (P. Dt.); Mr. L. Pettrossi (Shipping Boy); Miss A. Cecchetti (T. Dt.); Mr. F. Carlevaris (Shipping Clerk); Miss A. Montanari (C. O.); Mr. Daniele Leone (Usher); Miss E. Mautorelli (Acc. Dt.); Mr. M. Francis (Acc. Dt.); Miss E. Tagliacozzo (Gen. Mgr.'s Sec.); Mr. P. Alabrese (Acc. Dt.). (B) PALERMO BRANCH: First row, left to right; Branch Manager Mr. Giuseppe Ma-

ri; G. Trapani; (Back row) E. Di Vita; C. Sanfratello; S. Billitteri. (C) NAPLES BRANCH: First row left to right; Branch Manager Cav. Salvatore De Angelis; L. De Angelis; G. Esposito. Back row: G. Moscatelli; M. Attanasio; N. Vancone. (D) VENICE BRANCH: At centre standing, Mr. Pietro Gilli, Accountant; completing the staff: G. Orsana; L. Michelini; L. Fabris, V. Orsana. (Branch Manager Mr. Benvenuto Andreoli appears in the group of the Trieste Branch Office.) (E) GENOA BRANCH: Second, from left to right, Branch Manager Mr. Corrado De Simone. His staff: L. Del Debbio; B. Salmoni; M. Giorgetta; V. De Semo; L. Tiscornia. (F) TURIN BRANCH: First, from left to right, Branch Manager Mr. Arturo Ambrosio. His staff: F. Ilo; G. Miorino; M. Cumino; S. Gamacchio; E. Brignone; G. Cerri; A. Busso. (G) BOLOGNA BRANCH: At centre (seated) Branch Manager Mr. Mario

Annovazzi. His staff: R. Setti; S. Munarini; P. Milani; I. Guazzaloca; N. Cavicchioli. (H) MILAN BRANCH: Fifth, from left to right, Branch Manager Count Edoardo Micheroux de Dillon. His staff: S. Guidoni, M. Milani, P. Biancofiore, A. Ragazzoni, C. Zani, U. Zinelli, R. Ragazzoni, M. Bergonzi, A. Boati, V. Castellazzi, R. Deligtisch. (J) ROME BRANCH: Seated in the centre, Branch Manager Cav. Arrigo Bocchi. His staff: G. Scaffidi, C. Bettioni, M. Mascetti, M. Angelini, L. Pettrossi, O. Antonioli, A. Girolami. (K) FLORENCE BRANCH: Third, from right to left, Branch Manager Mr. Cesare Aboaf. His staff: G. Rossi, G. Barazzuoli, O. Tarchiani, A. Barazzuoli, L. Giusti, N. Vannozzi, O. Giustini. (L) TRIESTE BRANCH: Third, from left to right, Branch Manager Mr. Benvenuto Andreoli. His staff: A. Stoppa, P. Strazzabosco, M. Bustia, A. Vecchietti, E. Scherl.

NOW WATCH THE PACE OF THIS BUNCH IN THE "GREATEST YEAR!" CONTEST

"THE EAGLE OF THE SEA" IN FLORENCE



The lobby of the Cinema Excelsior, Florence (Italy) was an excellent place for rebuilding the pirate ship in "The Eagle of the Sea," when the Paramount picture was presented there recently. So thought Paramount Manager Cesare Aboaf, and when his plan was put into operation, the above result was achieved. According to Aldo Vergano, Manager of Publicity for Italy, "The pirate ship was exactly reproduced in big dimensions, and on deck were cartoon men, moved by electrical mechanism, giving the scene a strong touch of realism."

The letter further stated that the Cinema Excelsior was crowded as a result, this giving the finest proof of the excellence of the idea.

IL SUCCESSO DI "CHANG" IN PARECCHIE NAZIONI

Corre, intorno al globo, "Chang," il possente melodramma della jungla, della Paramount. In questo numero troviamo evidenze del suo meraviglioso successo sia in Italia che in Australia. E una cinematografia il cui successo è dovuto ad ogni nazione.

NUESTRA FELICITACION A LOS PARAMOUNTISTAS DE LA TIERRA DEL SOL

Tenemos el gusto de reproducir en este número algunos ejemplares de la magnífica propaganda dada a algunas películas Paramount por los paramountistas españoles. Al contemplar tan excelente trabajo de explotación no podemos menos que felicitar a los que en él han intervenido y augurarles un éxito aún más sonado que el que obtuvieron en el año 1927.

A CASE OF HIGH TEA'S ON



Ernst Lubitsch, director, and Emil Jannings, star of the Paramount picture, "High Treason" (formerly titled "The Patriot"), take a moment off to take tea. Both are quite modestly agreed that "High Treason" is a great Paramount production; and they at least ought to know something about it.

LOS PARAMOUNTISTAS ARGENTINOS

Debido a la falta material de tiempo, pues las fotografías de los paramountistas de la Argentina, Uruguay y Paraguay llegaron muy tarde a esta Redacción, no nos ha sido posible publicarlas en este número, lo haremos, sin embargo, en el próximo número el cual circulará profusamente entre los delegados que asistirán a las sesiones de la próxima Convención Paramount, quienes no hay duda recibirán una grata sorpresa, pues nos proponemos publicarlas en un lugar preferente de ese número especial.

"THE WAY OF ALL FLESH" ("IL DESTINO DI TUTTI") S'INIZIA A VIENNA

La prima cinematografia di Emil Jannings prodotta dalla Paramount ("Il destino di tutti") ha incontrato, sin dalla prima rappresentazione, un successo meraviglioso al Teatro Schweden di Vienna, il 5 marzo, come ci viene notificato dal Sig. Ike Blumenthal, che dirige le attività della Paramount in Germania e nell'Europa Centrale. "Il destino di tutti" è la prima cinematografia Paramount che viene data assolutamente come una film marca Paramount in Austria durante gli ultimi due anni ed il fatto ch'essa abbia incontrato un sì grande successo è oltremodo significativo. Inoltre, il Teatro Schweden è stato appunto preso in affitto dalla Paramount allo scopo di presentare in modo degno questa cinematografia.

L'ARGENTINE PUBLIE UN JOURNAL SPLENDIDE

De tous les journaux, magazines, publications, de la Paramount, que nous recevons presque chaque jour, "L'Adelante Decima" le magazines de l'Argentine, L'Uruguay et du Paraguay, tient une place au premier rang. Sa rédaction est parfaite, et nous félicitons M. Guillermo Fox, pour ces pages si intéressantes et les croquis et dessins qu'elles contiennent. Le numéro du mois de Février nous informe de la récente convention de l'Amérique du Sud, et nous annonçait que L'Argentine finira en première place dans le concours de l'Année 1928!

L'ARGENTINA PRODUCE UN ORGANO LOCALE VERAMENTE AMMIREVOLE

Uno degli organi locali che stanno in prima fila della mondiale organizzazione della Paramount è "Adelante Decima" dell'Argentina, Uruguay e Paraguay. E diretto in maniera eccellente dal Sig. Guillermo Fox e fra le sue pagine si trovano molte caricature eloquenti. Il numero di febbraio dà estesi dettagli sulla Convenzione del Sud America e notifica che l'Argentina crede che guadagnerà la prima posizione nel concorso Paramount per fare del 1928 il suo "Anno più grandioso!"

RETURNS FROM EUROPE



MELVILLE A. SHAUER

Who reaches New York today, April 3rd on the French liner "Ile de France" after an absence of almost six months. In that time, with headquarters in Paris, he has done much progressively vital work for the Foreign Department of Paramount, and he returns to Home Office with a comprehensive knowledge of European film conditions.

A SPANISH 'DECORATION' FOR "BEAU GESTE"

When "Beau Geste" was at the height of its popularity in Spain, one feature of the sales promotion campaign consisted of a small "Beau Geste" medal, mounted on blue ribbon and set in an attractive red and gold box. Along with the medal appeared this announcement: "Cuando en cine parecia que se habian agotado todas las ideas, apurado todas las situaciones, Paramount nos ofrece 'Beau Geste'." Which, translated means: "When all of the ideas have seemingly been exhausted, and all of the situations availed of, Paramount offers 'Beau Geste'."

OTTO SETTIMANE PER "THE LAST COMMAND" ("L'ULTIMO COMANDO")

Pur confrontando quella che viene usualmente considerata la peggiore stagione dell'anno, la corrente cinematografia di Emil Jannings e prodotta dalla Paramount "L'ultimo comando," ha goduto il vantaggio di sale affollatissime al Teatro Rialto di New York City, per otto settimane intere.

SMASH!!

"The Legion of the Condemned" has smashed, splintered and splattered the 15-year record of the Rialto Theatre, New York City. The receipts went over the mark for the first week by several thousand dollars, and the picture is going to be there for a very long while to come.

"THE VICTORY SPECIAL"

"The Victory Special" is the name of the special issue of "Paramount" of Italy which was issued to mark the winning of Mr. Zukor's Desk by the Paramounteers of the Italian Division. This issue was considerably larger in every way than the regular issue and carried messages from Mr. Zukor and Mr. Shauer in both English and Italian. There was also a very fine message from Mr. Graham. Replies were printed from Messrs. Souhami and Americo Aboaf.

Messages from Messrs. Joseph Souhami, Della Fornace, Antonio Baroni and Aldo Vergano of Home Office, Rome, were also printed; and there were further expressions of gladness in Italy's victory from all of Italy's Branch Managers.

Concorso Internazionale "PARAMOUNT,"
1926-1927



THE VICTORY SPECIAL

NUMERO SPECIALE DEDICATO ALLA VITTORIA

There appears no editor's name on the issue; but to the Paramounteer responsible, and to his associates, we offer sincere congratulations for an inspiring piece of work.

NOTED WRITERS MARCH OF EVENTS WORLD TOPICS

LUDWIG MEETS 'MASTERS OF NEW WORLD'

High Above New York's Roar They Tell Him Success Secrets



IMPORTANCE OF EMIL LUDWIG

The day that announcement was made of the signing of a contract by Emil Ludwig to write a biography for filming as a Paramount picture, the above page appeared in one of the foremost New York newspapers. It shows the importance of Ludwig as an item of news. On another page of this issue there is a photograph showing the actual signing of the contract.

The Merry MATADOR Division



They won the desk of MR. KENT

(A) Head Office, Barcelona. Seated, left to right: Pilarín Azcona, Teresita Herrador, Juanita Acero, María Luz Morales, Emilia Amat, Ivy Woolger. Standing: America G. Zabala, Juan Monllonch, Pedro Sauret, Jose Jacas Figueras, Emilio Guinovart, R. R. Smith, M. J. Messeri, José Vidal Gomis, Santiago Reyes, Antonio Blanco, Alfredo Duran, Pablo Gomez, and Pilar Cid.

(B) Barcelona Exchange. Seated, left to right: Eustaquio Font, Telesfora Miguel, J. Soriano, Casimiro Borí, Ramon Fernandez. Standing: Jose Benasayas, Jose Subira, Joaquin Balsells, Mercedes Corominas, Julio Morte, Leonor Blanc, Carlos Blanc, Carmen Lagunas, Maria Corominas, Pilar Fons, Sebastian Arcusa, Pura Bruguera, Maria Sil-

These are the Paramount Matadors who are firm in the conviction that no other Division can secure from Spain and Portugal the privilege and distinction of being first in the current "Greatest Year!" contest.

vestre, Cyril Webb, Jose Calvet, Enrique Viñas. (Insert) left, J. M. Robertson, right, E. Viñals.

(C) Seville Exchange. Seated left right: Paquita Nuñez, Enrique Tebar, Carmen Astolfi, Alberto Calafat, Gabriel Guijarro. Standing: Angel Rodrigo, Mariano Marin, Luis Paez, R. Hidalgo, Amalia Muñoz.

(D) Madrid Exchange. Seated, left to right: Luisa Perez, Ernestina Garcia, Manuel Herrera, Celia Acedo, Luisa Perez, Leocadia Pascual. Standing: Manuel Dominguez, Juan Perez, Jesús Guinea, Eusebio Hernandez, Marcelino Pardo, Angel Aleman, Ramón Lopez.

(E) Bilbao Exchange. Seated, left

to right: Domingo Aparicio, Joaquin Gomez de Miguel, Manuel de Diego, Jose Bustamente, Angel Larrrea. Standing: Nemesio Goya, Carmen Malo, Antonio Lopez, Valeriana Castejón, José Gómez, Basilsa Goya, Lorenzo Cantalapiedra, Julia Gonzalez, Saturnino Petralanda, Encarnación Ortiz.

(F) Valencia Exchange. Seated, left to right: Isabel Palma, Vicente Saiso, Eleno Busó, Rosalia Pueyo. Standing: Gerardo Baquero, Miguel Casado, Vicente Hernandez, Alberto Pueyo, R. Alberola.

(G) Lisbon Exchange. Seated, left to right: Balbina Martins, Frederico Ressano Garcia, Rosario da Cunha. Standing: G. Traquino Costa, S. Horta Machado, Mario D'Oliveira, Moises Israel, A. Sobral de Carvalho.

MORE COLORS THAN THE MOST RADIANT RAINBOW

Division One has just splashed forth in an array of colorful publicity which is undoubtedly responsible for the current retirement of the rainbow. This burst of what can truly be called colorful exploitation has been engineered by Publicity Director Fred Martin and has

been in the interests of Sir Harry Lauder's Paramount release, "Huntingtower," and the French African epic, "The Black Journey." The booklet containing the reviews for the latter picture had its pages arranged in step-ladder form so as to show on the surface such a blaze of color that the celebrated prism forthwith went and hid in shame in the deepest cellar.

EXECUTIVE CHANGES IN AUSTRALIA AND N. Z.



Claude Henderson (left), Stanley H. Craig (centre) and Cleve J. Shepherd, the three Australian Paramounters whose deserved promotion is mentioned below.

Managing Director John W. Hicks, Jr. of the Blue Ribbon Bunch announces the following promotions in his territory: Claude E. Henderson, formerly branch manager at Melbourne, has been appointed District Manager in charge of Victoria, Tasmania, South Australia and Western Australia. Stanley H. Craig, formerly branch manager in Adelaide, has been appointed general manager in charge of the two New Zealand branches, Wellington and Auckland, with head-

quarters in Wellington. Cleve J. Shepherd, formerly Ad Sales Manager at Home Office, has been appointed branch manager in Adelaide.

All three are Paramounters of very long standing and all have come all the way up the ladder from the very lowest rung. We surely extend to them our very heartiest congratulations on their success and venture to prophesy that there are still rungs of triumph ahead of them marked with their names.

THE "CHANG" SEASON IN STOCKHOLM



These are the scenes in the lobby and in the auditorium of the Olympia Theatre, Stockholm where "Chang" is now in the fourteenth (14th) week of a marvelously successful season. It was in this theatre that "Moana," "It," "Special Delivery" and several other Paramount pictures had seasons which were not only especially productive ones for Sweden, but which commanded attention throughout the world. It is plain to see from the photographs that a great deal of the true jungle atmosphere of the picture has been expertly captured by the management of the theatre. There is a very interesting advertisement dealing with this season reproduced on another page.

1928 Spring Convention

This is merely advance notice of the fact that the Spring Conventions of Paramount Famous Lasky Corporation are to be held, commencing at the end of April, in Washington, Detroit and San Francisco. Next month's issue, which will be dedicated to the Convention delegates, will announce the Foreign Department's representation. The issue of the following month (June) will carry the full and detailed story of the three meets.



"LA CONKLINA", CELEBRATED HONOLULU HULA-IST

When anyone goes to Hawaii he never returns the same. Those islands have a way of doing things to human beings that is positively uncanny. Nice, sedate Chester Conklin, taking a well-deserved rest from his sublime interpretations of "Macbeth," "Hamlet" and "Oedipus Rex," dashed off to Honolulu to bathe in the kava-kava and to play tunes on the waikiki in the ukulele plantations. That was bad enough; but look how he returned to the Paramount Studio in Hollywood. Chic Sally Blane, learning about his costume in advance, formed herself into a welcoming committee of one.

SUPERB BROADSIDE FOR "WINGS"

One of the greatest and most forceful pieces of publicity ever to emanate from the Foreign Publicity Department has been the massive colored broadside for Paramount's epic of the air, "Wings." Published in both Spanish and Portuguese, this striking piece of work is in three colors and opens out to a size larger than a double newspaper spread. The publication was created and supervised by Publicity Director O. R. Geyer, with J. Ventura Sureda doing the Spanish translations and Arthur Coelho doing the Portuguese.

TWEE NIEUWE PARAMOUNT SUCCESFILMS KRIJGEN HUN PREMIERES IN NEW YORK.

De jongste klucht van Harold Lloyd "Speedy" (De Vlaggerd), is vanaf 6 April a.s. in het Rivoli Theater in New York te zien en de gevierde komiek zal de eerste vertooning waarschijnlijk bijwonen. "The Legion of the Condemned" (Het Legioen der Gedoemden), loopt reeds in het Rialto Theater. Over den uitbundigen bijval van pers en publiek, schrijven wij nader op een andere pagina.

LE SUCCES DE "CHANG" EST MONDIAL

A travers le monde entier, "Chang", le puissant melodrame de la jungle, dont la Paramount est fière, continue son succès inouï. Dans ce numéro nous avons preuve du succès remporté par "Chang" en Italie et en Australie.

"Chang" est un film dont le succès appartient au monde entier.

Always remember that Paramount Short Features are also Paramount Pictures!

AN APPRECIATION TOKEN TO LAST FOR ALL TIME

This is the magnificent clock which today adorns the mantelpiece in Mr. Shauer's office at the Crossroads of the World. The entire story of the clock is told in the inscription on the case which says: "To Mr. Emil E. Shauer, a token of our Profound and Sincere Affection — Adolphe Osso, Jean Faraud, Henri Klarsfeld and all of the Paramounters of France. Paris, 25th November, 1927." The date is that of the day following the opening of the Paramount Theatre.



"HUNTINGTOWER"

TO BE

A PARAMOUNT RELEASE

throughout the world.

Prominent among the finest news of the month is the announcement by General Manager S. R. Keat to the effect that "Huntingtower" will be released in the United States by Paramount, thus completing the world-wide release of this splendid British picture by Paramount. The picture is now playing to sensational success at Paramount's Plaza Theatre in London, and we give below some of the most outstanding of the British press comments, exactly as they were cabled to New York.

LONDON REVIEWS OF "HUNTINGTOWER" CABLED TO NEW YORK

THE DAILY SKETCH

"Lauder scores a triumph and reveals himself as a wonderful film actor in 'Huntingtower.' Few screen comedians other than Charles Chaplin have obtained so many laughs. An hour before the first performance the theatre (the Plaza) was crowded, with one of the longest queues a London cinema has ever seen waiting for the next performance."

THE DAILY MAIL

"Lauder appears as much at home on the screen as though he had played in films all his life. He is excellent."

THE DAILY CHRONICLE

"Lauder made a triumphant first film appearance at the Plaza last night. In everything he does Sir Harry is delightful. His work shows him a very wonderful actor and the camera captures every gradation of it. One looks forward with delight to further Lauder pictures directed by George Pearson, whose interpretation of 'Huntingtower' is a sheer joy."

THE DAILY MIRROR

"Lauder is a laughter maker on the screen as well as on the stage. He proves himself an excellent film actor. His mannerisms evoked loud laughter."

THE MORNING POST

"'Huntingtower' more than fulfills everything that was dreamt. Sir Harry Lauder is gloriously good. He combines as no one but he could do, Scottish humor and Scottish idealism. You laugh at his walk, his bandy legs, his bonnet all askew; but at the same time you realize the grit, and dash and pride of the man. Adventure as romantic as any told."

THE DAILY NEWS

"It is extraordinary that the difference of film acting should have been so completely understood in a first important film. His face has expressed all the thoughts and feelings of the character, yet without any exaggeration. Lauder has made the part of the grocer live."



SIR HARRY LAUDER

The World's Most Popular and Beloved Stage Comedian.



Known the whole world over, and a reigning favorite in Singapore, Sao Paulo, Southampton or Sardinia.



The crowds know him when he walks down Broadway—and there are not many celebrities with the distinction of being recognized on Broadway.



Sir Harry Lauder in "Huntingtower" will score one of the greatest international successes any star has ever had.



We should readily comprehend your eagerness to receive this Paramount release, and to give it its just and fullest distribution.

UN PAR DE MATADORES COMME IL FAUT



SALVADOR VIDAL BATET
Gerente de la Oficina de Alquiler de Bilbao

Salvador Vidal Batet es uno de los matadores que ha figurado en las filas de la Paramount española desde sus comienzos en España y con ella ha progresado de tal manera que hoy es gerente de la oficina de Bilbao, después de haber sido programista de la de Barcelona, gerente de la de Valencia y representante especial en Madrid. Todos los matadores saben que Bilbao ha rebasado la cuota en la campaña que se está llevando a cabo en España con gran entusiasmo por la adquisición del escritorio del señor Messeri, y si los pronósticos no mienten, hay muchas probabilidades de que el señor Batet sea el que se lo lleve. Quien lo dude, puede preguntárselo al mismo señor Vidal Batet.

This is Salvador Vidal Batet, manager of Paramount's Bilbao Exchange in Spain. He is another Paramounteer who has done great work for the Matador Division, with which he has been since its start. In succession he has been Booker at Barcelona, Manager at Valencia, Special Representative at Madrid, and Manager at Bilbao. At time of writing Bilbao is over quota in the contest for Mr. Messeri's desk.

TENEMOS EL PRODUCTO; LO DEMAS DEPENDE DE VOSOTROS

A pesar de que el año 1928 está aún en su infancia, todos los indicios tienden a asegurar que, dado el producto que va saliendo del estudio, este año podrá llamarse con justicia el "Año más Grande Paramount." Y aunque el título parecerá un anglicismo de tomo y lomo, las películas que hemos visto, privadamente, nos hacen asegurar, con perdón de la Academia, que el "Año Más Grande Paramount" será el más grande por la calidad del producto y los ingresos que proporcionará a cuantos lo trabajen como es debido.



JESUS SORIANO
Gerente de la Oficina de Alquiler de Barcelona

Este famoso paramountista español es conocido en las filas de la División Matador con el nombre de Soriano el Consistente, pues resulta ser el "as" gerente de la División con un record brillantísimo y una reputación de estar siempre sobre cuota. Hace la friolera de diez y ocho años que el señor Soriano está en el oficio y a pesar de esto es raro el día que no aprenda algo nuevo. Ahora se le ha ocurrido ganar el escritorio del señor Messeri en el "drive" de 1928, y no son pocos los empleados de la oficina de Barcelona que aseguran que el Consistente se saldrá con la suya, lo cual no sería de extrañarse si tenemos en cuenta que el señor Soriano se halla siempre confortablemente sobre cuota.

The Paramounteer above is Jesus Soriano, manager of the Paramount Exchange at Barcelona, Spain. He has been 18 years in the film business and is known in the Matador Division as "The Consistent Soriano" because of the fact that he is always over quota. He is a very vigorous contender for Mr. Messeri's desk in the spirited contest now being waged in Spain.

ARGENTINIENS PRACHTVOLLES ORGAN.

Eines der ganz hervorragenden Hausorgane der allgemein bekannten Paramount Organisation ist "Adelante Decima" aus Argentinien, Uruguay und Paraguay. Herr Guillerrone Fox ist der Redakteur dieser ausgezeichneten Schrift, welche viele interessante Kartons aufzuweisen hat. Die Februar Ausgabe befasst sich zur Hauptsache mit der kürzlich abgehaltenen Konferenz in Südamerika, und birgt die Mitteilung, dass Argentinien hofft, die erste Stelle in Paramounts Kontest, welcher es sich zur Aufgabe stellt 1928 zu Paramounts "Bedeutendstem Jahr!" zu gestalten, einzunehmen.

OVER LANGE'S SIGNATURE FROM ARGENTINA

Last month a cable from Gaucho Leader Fred Lange to Mr. Shauer thanking him for a cable from Paris. This month an actual letter to Mr. Shauer carrying the following sentiments:

"I greatly appreciate your cable from Paris, advising me that this Division won second place in the Foreign Legion Drive. All of the boys are pleased at the final position and have assured me that for the coming year we will make even greater efforts to obtain again first place, to which they claim prior rights. With kindest personal regards in which all of the 'Gauchos' join me, Sincerely,
(sgd.) Fred W. Lange

ACHT WOCHEN "DER LETZTE BEFEHL."

Emil Jannings Paramount Film "Der Letzte Befehl" spielte angesichts der Zeit, welche für gewöhnlich als die ungünstigste Zeit des Jahres bezeichnet wird, volle acht Wochen im Rialto Theatre, New York City, und war ungewöhnlich stark besucht.

"WINGS" EN DINAMARCA

El primer país extranjero en donde se ha exhibido la magna película "Alas" ha sido Dinamarca, pues el 7 de Febrero se estrenó este colosal film en el Mundial Cinema de Copenhague. Al inmenso éxito obtenido por "Alas" hay que añadir la presencia en el teatro del Príncipe Axel, quien salió gratamente complacido de la exhibición de esa obra maestra de la cinematografía.

"The Last Command" is being acclaimed by Paramounteers throughout the world.

AN ARGENTINIAN HOME OF PARAMOUNT ENTHUSIASM



These four scenes reveal where much of the energy and enthusiasm of the "Gaucha" Division of Argentina come from, for this is the Bahia Blanca Exchange, with glimpses of three of its leading Paramounteers. Seated at his desk, looking at a telegram just received from Managing Director Fred



GLORIA A MARCA DAS ESTRELLAS
A "PARAMOUNT PICTURES" nome, com "BEAU GESTE", a medalha de honra de "Photoplay Magazine" de 1926

Vencedora em 1926	com	CORACAO DE MAS (The Covered Wagon)
Vencedora em 1923	com	OS BARBEIANTES (The Covered Wagon)
Vencedora em 1926	com	BEAU GESTE (Beau Geste)

GLORIA A PARAMOUNT PICTURES

SUPERB REPRODUCTION

Here's another excellent example of the wonderful mimeograph work done by the Brazilian Division in the compilation of their splendid house organ, "Ca de Casa." This reproduction from a recent issue deals with the bestowal of the Photoplay Magazine Medal on the Paramount picture, "Beau Geste."

DE 1928 WEDSTRIJD WORDT ELDERS IN DEZE EDITIE AANGEKONDIGD

Elders in dit blad hebben wij de aanzegging opgenomen, dat het in onze bedoeling ligt, van 1928 het grootste succesjaar te maken. Nadere inlichtingen omtrent den nieuwen wedstrijd zullen door Uw kantoor verstrekt worden, terwijl de Heeren Shauer en Seidelman U aangaande de campagne deze maand reeds hebben geschreven.

Lange in Buenos Aires, is Manager Enrique J. Croce. Seated at another desk is Booker Jorge E. Bardi. And surrounded by posters, photos and other ad sales material is José Laponi, in charge of ad sales. The other photo is of course the entrance to the exchange, and a highly attractive entrance it is.

BEAUDINE, CHRISTIE DIRECTOR, IN EUROPE

Harold Beaudine, Christie Comedy director, is in Europe watching European audiences while the comedies are playing.

Beaudine was preceded to Europe by Arvid Gillstrom, another of the Christie directors, who is visiting European cities and his old home in Sweden.

CHRISTIE CAMERAMEN'S COLORFUL CAREERS

Very little thought is given to cameramen, the men who photograph moving pictures, by the general run of movie goers, but this is unquestionably not the fault of the public, for very little is printed about these important men.

The two men who photographed "Long Hose," latest Paramount-Christie short feature with Jack Duffy starred, for instance, are Alexis Phillips and Alfred Jacquemin, both veterans of the World War, one Canadian, the other French.

Jacquemin is one of the few men who have made moving pictures of Africa from Cape Town to Cairo. Upon coming to America he became official cinematographer for the Canadian government.

EXHIBITORS' PRESS AND EXPLOITATION BOOK



PRESS BOOKS FOR PARAMOUNT SHORT FEATURES

This is one of a series of press books issued by the Australian organization for Paramount Short Features. The books are issued once a month and contain advertising, publicity and other sales promotion material for an entire month.

The Trade Press and Paramount KRAZY KAT



Above is a reproduction of the cover of a very splendid booklet produced by Frederick Martin's publicity department in London to record the grand trade press reaction to the Paramount-Krazy Kat Comedies.

PARAMOUNT NEWS SCOOPED THE WORLD WITH CALIFORNIA DAM FILMS

On Tuesday, March 13th, the San Francisco Canyon dam smashed in California, sweeping three hundred lives into eternity. Paramount News cameramen travelled to the scene by aeroplane, gathered their shots, and then commenced a race against other planes to New York.

"WINGS" DANS LES PAYS SCANDINAVES

Présenté pour la première fois en dehors de l'Amérique du Nord, "WINGS" vient d'ouvrir à Copenhague. La première prise place au "World-Cinema" dans la ville de Copenhague, le 7 Février.

CHRISTIE FINISHES THREE COMEDIES FOR SPRING

The Christie studio has completed a trio of comedies for April and May releases which have received exceptionally high ratings in audience tryouts.

The ghost picture which combines shrieks with laughs, has been rated as one of the funniest comedies of the Paramount-Christie season.

In "Love's Young Scream," Jack Duffy as the Mayor of Pikeville, enters one of the fastest auto races ever filmed.

The Dooley comedy for May introduces the sailor comedian with a new little playmate, Hannah Oatmeal Washington, who after the sailor rescues the dusky child from a falling safe, sticks to him through thick and thin, mostly thin.

PARAMOUNT NEWS AND THE THEATREGOER

We have had instances of patrons who attend the picture theatre solely to see the News Reel. This has been attested by exhibitors in surveys of the value of the short feature in the program.

- 1. Attracts new patrons.
2. Provides excellent contact medium between theatre and community.
3. Draws patrons on the basis of being something new.
4. Assures theatre of regular news stories in the newspapers.
5. Requires comparatively little expenditure.

"Follow the direction of my paw—and you won't be poor," says Krazy Kat, star of Paramount Krazy Kat Cartoons.



"These are my sentiments!" says Krazy Kat, and since we know it to be possible for a Kat to have sentiments, we are heartily inclined to believe that there's more truth than poetry in what Krazy Kat says.



THE STORY OF PARAMOUNT NEWS—(Continued from Page 11)

available and of interest. At the same time Mr. P. H. Stilson, Traffic Manager, is giving instructions regarding the trains, boats and aeroplanes which will be used to transport the particular issue of the News Reel to its international destinations.

Of course, not all the news depicted in the News Reel is unexpected. An important part of the routine work is the covering of scheduled events in all parts of the world.

The Paramount News Reel is released twice a week, on Wednesday and Saturday. The reels comprise from nine hundred to one thousand feet of film each, and from forty thousand to sixty thousand feet of negative is developed and edited in the making of each reel, only the most important portions being included.

In conjunction with Paramount News, that great far-flung organization, the Associated Press, affords a remarkable photograph service to the newspaper members of the AP. When motion picture negatives of important news events are received, AP experts view the first showing of the negative itself and select certain "frames" most suitable for a newspaper reproduction.

Whenever you see the Paramount News Reel, or AP newspaper photographs carrying the credit line "Paramount News Photograph," just think of the tireless and far flung organization of Paramount News whose ramifications have been but sketchily dealt with in this article.

Our Suggestion of a Slogan for PARAMOUNT SHORT FEATURES "The Public Be Cheered"

3^{die} månaden
10^{de} veckan
137^{de} gången

CHANG

slår alla rekord på 10 veckor

Siffror som tala
och som även bevisa, att den svenska publiken är den mest kritiska, som finns i hela världen.

Med ömmerande tredje veckas utgång ha omk 90 000 personer på

OLYMPIA

sett CHANG

- PALLADIUM 14 veckor "Den Hår" omk 90 000 personer (totalt annonser)
- 'OLYMPIA 14 veckor "Moana" omk 70 000 personer
- 'OLYMPIA 16 veckor "Det omk 76 000 personer
- 'RIVOLI & OLYMPIA 11 veckor "Frustrer" omk 74 000 personer
- 'RIVOLI & OLYMPIA 11 veckor "Liljor omk 60 000 personer
- RÖDA KVARN 4 veckor "Bil uppått omk ?
- 'OLYMPIA 4 veckor "Häls omk 30 000 personer

De med * märkta filmerna äro alla Paramountfilmer och bevisa så godt som något, att en Paramountfilm är en garanti för den bästa föreställningen i staden.

** Prod av Harold Lloyd Corp



LE CONCOURS POUR L'ANNEE 1928 EST ANNONCE DANS CE NUMERO

Sur une autre page de ce numero apparait un article, annonçant que nous avons l'intention de faire de l'année 1928, "la plus grande année pour la Paramount"! Les details de ce concours vous parviendront localement, et par les messages que vous ont écrit ce mois ci, Messrs. Shauer et Seidelman.

AMONG THE GOOD THINGS IN THE MAILBAG

Prominent among them are the excellent heralds and the sparklingly colorful posters which reach us regularly from Germany. The posters regularly go on show in Home Office, and the heralds are held in readiness for Convention showings.

Another very pleasing piece of material in the mailbag is the envelope from the Paris office which has the Paramount address on one side, and a colorful scene from "Chang" on the other. It certainly is a great piece of exploitation for the picture.

HISTORY - MAKING PREMIERE OF "THE WAY OF ALL FLESH" IN VIENNA

March 5th witnessed the premiere of the Paramount Emil Jannings picture, "The Way of All Flesh" at the Schweden Theatre in Vienna. That this event was a complete success is indicated by the following cable which Mr. Shauer received from Mr. Ike Blumenthal, who was present: "The Way of All Flesh" premiere a wonderful success. Picture most enthusiastically received and gained a tremendous ovation at the conclusion."

Additional history was made with this screening by virtue of the fact that "The Way of All Flesh" was announced and advertised as a Paramount Picture, and presented in a theatre operating under Paramount management.



ACTUAL ENDORSEMENT OF "WINGS" BY FOREMOST FRENCH AIR ACES

On the cover of last month's issue we showed you a glimpse of the two famous French around-the-world fliers, Captain Dieudonne Costes and Lieutenant Joseph Lebrix at the entrance to the Criterion Theatre, New York City, where they went to see Paramount's epic of the air, "Wings."

Here is another glimpse of that same event, but this photograph is even more forcefully a tribute to

the greatness of "Wings," for written across the picture in the handwriting of Costes is the endorsement "Very beautiful film, very excellently made"—and it is signed by both Costes and Lebrix.

These famous Frenchmen are, at the time of writing, in Japan preparing their equally famous aeroplane, "Nungesser and Coli," for a flight from Japan back to their beloved native France.

"SPEEDY" IS A SNAPPY, SPEEDY SCREAM

The annual treat of previewing a Harold Lloyd Paramount release was enjoyed to the full by Home Office on March 20th last. Harold was not present in person; thus he deprived himself of the very distinct pleasure of listening to wild waves of laughter billowing around the 12th floor of the not uncelebrated Paramount Building at the Crossroads of the World.

This observation is not without its significance, for the Harold Lloyd laugh-epic is destined to radiate from those same Crossroads of the World into the far-off-test corners of the world, carrying lots of good will, lots more happiness, and not a few funthrills.

In other and more orthodox words, "Speedy" is all that was promised of it, and a lot more things besides. It has a more definite story than any other of the Lloyd pictures; and it has managed the seeming miracle of keeping a logical story, and of still investing it with many new gags and at least one hundred laughs to every reel. You will be able to go the limit with "Speedy"!



KRAZY KAT says when she's (of course Krazy's a she cat) not engaged in Short Features for Paramount, she'll exploit "Wings" or "The Legion of the Condemned" for a nominal sum.

IN STOCKHOLM. This is evidence of the success of "Chang" in Sweden. It is a newspaper advertisement written in a new style—that of comparing the performance of "Chang" with past records. Note the text which says "3rd Month, 10th Week, 137th Screening."

"QUAND LA CHAIR SUC-COMBE" OUVRE A VIENNE

Le premier film de Emil Jannings, pour la Paramount, "Quand La Chair Succombe", vient d'avoir une magnifique première au Theatre Schweden à Vienne, le 5 Mars. M. Ike Blumenthal chargé des affaires de la Paramount en Allemagne et dans l'Europe Centrale a cablé avec enthousiasme ce succès splendide. "Quand La Chair Succombe", est le premier film Paramount à ouvrir comme tel, en Autriche, durant les deux dernières années, et il y a une très grande importance dans le fait que cette première remporta un grand succès.

ITALY'S INTELLIGENT EXPLOITATION OF "CHANG" RESULTED IN RECORD BUSINESS

The winners of the 1927 Drive, and Mr. Zukor's Desk, have acquired the habit of knowing winners instinctively. They knew, for instance, that they had a wonderful winner in "Chang," and they got behind this Paramount epic of the jungle with a dash and forcefulness which so characterized their efforts in the great sales contest of last year. From the territory so ably guided by David Souhami, there have come to us, through the cooperation of Aldo Vergano, director of publicity, details on two marvelous individual campaigns on "Chang," one in Florence and the other in Bologna.



The prize elephants offered by the management of the Cinema Gambrius, Florence, Italy, in connection with "Chang." (See accompanying story.)

In Florence it was planned that a real elephant be used as a street "float." But real elephants are as scarce in Florence as are automobiles in the canals of Venice. This didn't daunt Branch Manager Cesare Aboaf, in charge of the Florence office: he went ahead and had a gigantic papier mache elephant

made and had it brought into the streets two days before the picture opened.

Right there and then there occurred a very fortunate circumstance. On the very day that the elephant was brought into the streets, a new traffic law was brought into effect. This law said that in all the main streets of Florence all vehicular traffic had to remain on the right hand side of the street and all pedestrian traffic on the left. But the problem was to decide whether the gigantic elephant was a vehicle or a pedestrian; and while the police and the city officials debated as to which this massive "Chang" was, the thing remained in the main street, the object of tremendous attention. Finally it was decided that "Chang" was a vehicle.

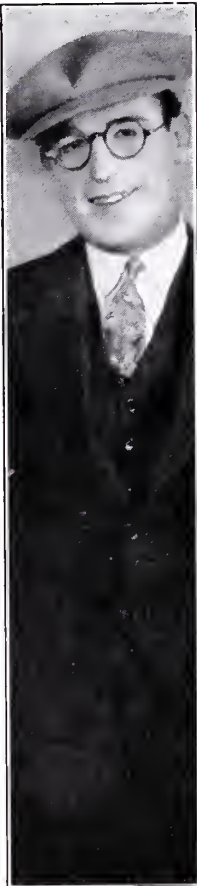
This was but part of the campaign. In the lobby of the Cinema Gambrius there was constructed a reproduction of the Siamese jungle, with Kru's cabin built right over the box office. And this same theatre ran a small lottery for children only, in which the prizes were four startlingly beautiful models of elephants.

HOST OF MARVELOUS PREVIEW REPORTS PRECEDE PREMIERE OF "SPEEDY"

Throughout the entire month of March there has flowed into New York a veritable wave of most encouraging news concerning Harold Lloyd's newest Paramount release, "Speedy."

It appears that above all the picture will live magnificently up to the name that Mr. Kent gave it when there was a nation-wide search on for an adequate title. The picture will be "Speedy" in many more ways than one; and when it comes to the Rivoli Theatre, New York, on the evening of April 6th, it will be assured a grand reception.

The comedy was previewed in all lengths from fourteen thousand feet down to its present eight reels with the ever-present objective of having the film one continuous laugh. The objective has been magnificently achieved; and even the super-critical Harold Lloyd, who also happens to be the star of the film, has announced himself as being perfectly pleased with the production. Which after all means something.



An Actual Screening Review of
"SPEEDY"
will be found on another page!



The artificial elephant which gained such marvelous free publicity in the "Chang" campaign in Florence, Italy. (See story.)

In Bologna some more remarkably fine work was done by Branch Manager Mario Annovazzi. The picture was shown at the Cinema Medica, the lobby of which was done over as a part of the Siamese jungle, in which prowled several very realistic reproductions of Bengal tigers and ferocious leopards. Perfect lighting added immeasurably to the success of the display.

These are but two phases of how very enthusiastically the various sections of the Italian Division are making the most of the boundless success which is wrapped up in the excellence of "Chang." Elsewhere on this page will be found two memorable letters, one written on behalf of the King and Queen of Italy; the other from the British Embassy in Rome. Both testify to the superb quality of "Chang."

TWO GREAT LETTERS RECEIVED BY PARAMOUNT IN ROME

British Embassy,
Rome, Jan. 13, 1928

Dear Sir:

I am returning today the film "Chang," and hope that it will reach you in good order.

I take this opportunity of expressing to you and to the Direction of the Paramount Films my extreme appreciation of your kindness and courtesy in allowing me to show this film at the Embassy last night. The film was greatly appreciated by all my guests, and is indeed a remarkable production.

Thanking you again, I remain,
(sgd.) R. Graham.

Rome,
January 30th, 1928

S.A.I. Films Paramount,
Via Magenta 8, Rome.

Gentlemen:

While expressing to you heartily thanks for the picture, "Chang," which has been shown at Villa Savoia in the presence of Their Majesties the King and Queen of Italy, and the entire Royal Family, I may assure you that the picture was greatly appreciated and was found very interesting.

I am glad to inform you of this, being sure that the fact will give you pleasure.

Accept my best regards,
(Sgd.) A. Romano
Private Secretary to
H. M. The Queen of Italy.

EL EXITO DE "CHANG" SE MULTIPLICA

Esta magnífica película de la Paramount recorre triunfalmente el mundo como verá el que pase la vista por las líneas que acerca de "Chang" y de su exhibición en Italia y la Australia publicamos en otro lugar de esta revista. El éxito de "Chang" no reconoce fronteras.

NUESTRA FELICITACION A LOS GAUCHOS

El número de Febrero de "Ade-lante Décima," que ha llegado a nuestras manos, es una excelente publicación. Quisiéramos reproducir algunos de sus valiosos artículos en las páginas de "Paramount alrededor del mundo," pero la falta material de espacio nos lo impide. Sin embargo, nos honramos reproduciendo en estas páginas una de sus excelentes caricaturas y haciendo referencia a la publicación en una pequeña crónica que publicamos en inglés en otro lugar de este número.

Aprovechamos esta ocasión para felicitar cordial y calurosamente a Mr. Guillermo Fox, editor de "Ade-lante Décima," a los artistas que en ella han colaborado y a todos los paramountistas que con su esfuerzo y "esprit de corps" han conseguido que la mesa escritorio de Mr. Lasky haya ido a figurar permanentemente en las oficinas de la Paramount en las riberas del Plata.

FILMS DE SUCESSO PARA FAZER DO ANNO 1928 O MAIOR DE TODOS.

Não obstante ser cedo demais para falar dos nomes dos films podemos afirmar que as produções da Paramount ajudarão a fazer do anno 1928 o maior de todos em negocios e em propaganda. Já vimos muitos destes films e ficamos certos de que são verdadeiros successos de bilheteria.

"WINGS" IN DAENEMARK.

Das erste Land ausser Nordamerika, in welchem "Wings" vorgeführt wurde, ist Dänemark; und zwar wurde der Film in der World Cinema, Kopenhagen, am 7. Februar gezeigt. Die Produktion wurde wunderbar aufgenommen. Ein besonderes Ereignis war die Anwesenheit des Prinzen Axel von Dänemark.

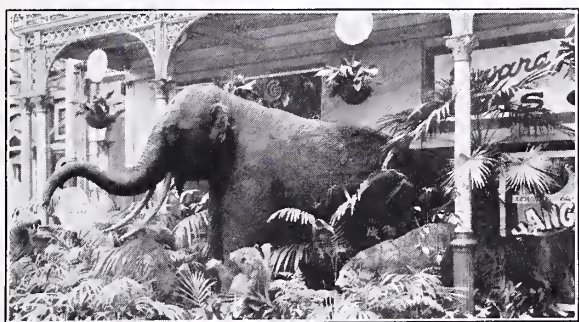
FIRST NEWS OF THE TRIUMPH OF "CHANG" IN AUSTRALIA

In order that we may convey to you a graphic yet modest impression of the success of Paramount's jungle melodrama, "Chang" in Australia, we think it best to quote the following excerpt from a letter written by Managing Director John W. Hicks, Jr.:

"'Chang' is doing very well in Melbourne at the Atheneum Theatre. The opening week it exceeded what was believed to be the physical capacity for the house. We have booked it there for a definite six weeks' season, and despite the hottest weather Melbourne has known for many years it is going to stay there as a success. I feel that 'Chang' is going to be a big money-maker everywhere throughout this territory for us. The comments and reviews in Melbourne have been wonderful, and I don't know of any picture that has received as many voluntary favorable comments as has 'Chang.' All of the newspapers in Melbourne have gone wild over it, and are devoting much space to it every day, a very unusual procedure in a city which has its one or two fixed days a week for mentioning motion pictures."

The picture was then scheduled to open at the Prince Edward Theatre, Sydney, for an extended run on March 9th.

"CHANG," TIGERS JUNGLE—'N' EVERYTHING!



One of the most remarkably realistic displays on record: the "Chang" display recently made at the Crystal Palace, London, for the run of the picture at Paramount's Plaza in the same city. Note the three prowling tigers in the undergrowth.

PARAMOUNT AGAIN DOMINATES BROADWAY



S. R. Kent

"With 'Wings' completing its ninth month at the Criterion, and with 'The Legion of the Condemned' at the Rialto and Lloyd's 'Speedy' at the Rivoli, Paramount has the greatest triumvirate of money-making specials having simultaneous presentation in all the history of Broadway." This is the expressed belief of S. R. Kent, general manager of Paramount Famous Lasky Corporation. In conjunction with these three extended season attractions there is the regular weekly release at the Paramount Theatre.



EMANUEL COHEN

General manager of the department of Paramount Short Features, and editor of Paramount News. On pages 11 and 18 of this issue there is a very graphic story of the compilation and distribution of Paramount News throughout the world, as told by a member of the Foreign Department. This story is a rather effective attempt to reflect the wide scope and ramifications of the Paramount News organization which has been built up to its present standard—and which is going still farther ahead—under the direction of Mr. Cohen.



FIRST TIME IN COLORS

This is the cover of the special South American Convention issue of "Ca de Casa," the house organ of Brazil that we are never tired of telling you of. This issue marked the first occasion of "Ca de Casa" having been issued in a printed form, and also in colors. The issue contained much of interest, not only with regard to the foremost executives of Paramount, but also

the foremost product that is coming to Paramounters in their aim of making 1928 the "Greatest Year!" To the editor of the "Ca de Casa" we offer our congratulations.

Budapest
VII. Erzsebet-Körut 9/11
9. Februar 1928.

Herrn Gus. J. Schaefer, Berlin.
Sehr geehrter Herr Schaefer!

Ich habe gestern mit unserem Dramaturgen Herrn Siklössy den Film "Der Weg Allen Fleisches" angesehen.

Mein Wortschatz ist viel zu klein, um ausdrücken zu können alle jene Empfindungen, welche dieser Film bei mir hervorgerufen hat. Obzwar ich in diesem Genre schon manche Filme sah, habe ich doch nie noch etwas besseres bekommen. Ich bin sicher, dass bei diesem Bilde jeder Theaterbesucher weinen wird und jeder Theaterbesitzer lachen.

Es ist die höchste Leistung eines Filmschauspielers und meiner Meinung nach vergisst man bei diesem Bilde ganz, dass Jannings ein Schauspieler ist. Man erblickt in ihm nur einen Menschen, der das Leben mit Qualen durchwandert. Es ist ein so rein menschliches Bild, dass es einer jeden Schichte des Publikums aufs Aeusserste gefallen wird und ich bin sicher, dass nach der ersten Vorführung das Publikum selbst diesem Bilde eine ungeheure Reklame machen wird.

Ich spreche Ihnen meinen innigsten Dank dafür aus und versichere, dass ich mein Möglichstes leisten werde, um daraus etwas ganz besonderes herauszubringen, was mit einem Bilde wie "Der Weg Allen Fleisches" nicht schwer sein wird.— Mit besonderer Hochachtung
(Sign.) L. Földes.

"ABIE" IS GREATEST PICTURE IN HISTORY

That "Abie's Irish Rose" is "The greatest film ever made" is the contention of Jesse L. Lasky, vice president of Paramount in charge of production. It is also the contention of Mr. Lasky that the public of the world wants serious drama on the screen. An excerpt from his public statement says:



Jesse L. Lasky

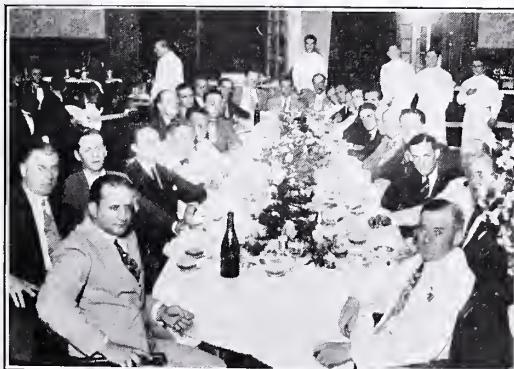
"Just at the present, there is a very definite feeling in the air that we are on the verge of a period of serious drama, strong dramas with unhappy or tragic endings, even melodramas, done in the modern

manner. Our novels, the trend of magazine stories, general vein of the theatre and the acceptance accorded pictures of this type by the public shows which way the wind blows. Next year we shall be in the thick of it.

LONDON GETS "WINGS" THRILLS

Paramount's air epic, "Wings" opened at the Carlton Theatre, London, on March 26th. First night cables announce a marvelous success for the picture. Al Kaufman, Director of Paramount's European Theatres, was in charge of the presentation. As this information reaches us at the moment of going to the press, full details are promised for next month's issue.

TWO GLIMPSES OF THE FAMOUS SOUTH AMERICAN CONVENTION



The delegates of Brazil, Argentina, Uruguay, Chile and Peru gathered in session and at luncheon in Rio de Janeiro during the recent highly successful Convention. In the group in session, John L. Day,

Jr., general manager for South America, is with Managing Director of Argentina, Fred Lange, seated in the front row. Both are in dark suits. Benito del Villar of Chile and Peru is on Mr. Day's

right, and on Mr. del Villar's right is Bruno Cheli, Sao Paulo Branch Manager. Tibor Rombauer, Branch Manager at Rio de Janeiro is on Mr. Lange's left. The Convention was a very splendid success.

PARAMOUNT'S PRESIDENT MEETS HAROLD LLOYD'S GREAT DANES

Adolph Zukor, president of the Paramount organization, found something in common to talk over with Harold Lloyd besides motion pictures, when he visited the comedian recently while he was finishing his latest laughquake, "Speedy," which will be the third Lloyd picture distributed by Mr. Zukor's organization. They are both fanciers of Great Dane Dogs, and because of his visit, Mr. Zukor will have this year in his kennels an offspring of Mr. Lloyd's Great Danes, Great Pal Prince Ludwig and international champion Zampa Von Wilhelmstrand.

Mr. Zukor for years has been a lover of the big breed of dogs, while for the last three years Lloyd has been collecting the foremost assemblage of Danes in the world. While he was making "Speedy," the comedian added to his kennels another famous Dane, Illo von der Rhone, a German bred dog which is qualified to whip almost anything in its class in the United States.

When Lloyd took the last census of his "thundering herd," as he calls his troop of massive canines, he had fifty-five in his kennels. These he is beginning to whittle out, however, and probably by next fall will have only about twenty of the finest Danes for exhibition purposes to be found in any one kennel in the world.

Fonck, World's Greatest War Aviator, Has Seen "Wings" Three Times

Captain Rene Fonck, the French Ace whose record of 126 victories in the sky gives him undisputed rank as the foremost duelist of the heavens, received such a thrill from "Wings," the Paramount epic of the air at the Criterion, that he saw it again on two other occasions.

As escort to the French fliers, Costes and Le Brix, who arrived in U. S. A. after a wonderful 24,000 mile fight, Fonck went to see "Wings" for the third time.

"Marvelous, wonderful, technically great," was the comment of Costes and Le Brix, after viewing the picture.

Asked for a statement, Fonck said:

"I have seen 'Wings' three times." This was tribute enough.

A ESTREIA DE "A TENTACAO DA CARNE" EM VIENNA.

O cine drama "A Tentação da Carne," da Paramount, que foi o primeiro film que o grande actor Emil Jannings interpretou na America, estreou no dia 9 de Março no Theatro Schweden, em Vienna, de accordo com informações recebidas do Sr. Ike Blumenthal, nosso representante na Alemanha e na Europa Central. Foi este o primeiro film da Paramount a ser exhibido na Austria ha muitos annos e teve excellente acolhimento pelo publico desse culto paiz.



DOWN IN THE SOUTH SEAS

Even at Suva, capital of the Fiji Islands, Paramount Pictures predominate. The above South Seas scene, glimpsed through the traveling camera of John Kennebeck, of Australia, shows the exterior of Miss Jessie Bayley's Universal Theatre at Suva. Every time a Paramounteer has passed through Suva he has noticed that the Universal Theatre has been screening a Paramount picture.

CLAUD SAUNDERS RETURNS TO PARAMOUNT

Claud Saunders has returned to Paramount as exploitation chief in Sales Division 2 of the United States. He will make his headquarters at the Paramount Chicago exchange. The announcement was made by John A. Hammell, Paramount sales manager for the division.

It was with Paramount that Claud Saunders built up his greatest reputation as an exploiter. During his seven years as chief of the exploitation department of the company he caused Paramount pictures to be the best-known film product released.

HURLING A CHALLENGE

Here are three concluding lines from Editor O'Connor's message in the February 15th issue of "The Paramount 100% Program Drive," official organ of the Great Britain Division:

As things stand at the moment, we are in for one of the most thrilling and most successful Drives in the history of the organization.

"CHANG" COPPING RECORDS IN STOCKHOLM

When Carl P. York was across in New York last year he made a claim concerning the length of time that "Chang" would run in Stockholm; and now the general manager of the Scandinavian division is submitting proof of what the Vikings are doing with Paramount's jungle melodrama. Elsewhere are scenes of the lobby and the proscenium of the Olympia Theatre, Stockholm, which show how excellently the atmosphere of the picture was loaned to the theatre.

Maybe you'll be interested in learning that at the time of going to press "Chang" is in the fourteenth (14th) week of its season at the Olympia, and is still going strong.

Este Numero Contém a Participação do Concurso de 1928.

Em outra pagina deste numero está publicada a participação do concurso de 1928, que a Paramount deseja ver culminado com o maior successo para fazer deste anno o mais avultado de todos em negocios e em propaganda. Todas as agencias podem prestar informações a este respeito e tambem sobre as mensagens escriptas pelo Sr. Shauer e pelo Sr. Seidelman.

"EL DESTINO DE LA CARNE" EN VIENNA

Esta película de Emil Jannings, que lleva el título inglés de "The Way of All Flesh," se estrenó con inmenso éxito en el Teatro Schweden, de Viena, la noche del 5 de marzo, según noticias cablegráficas recibidas de Mr. Ike Blumenthal, a cuyo cargo están las actividades de la Paramount en Europa Central. "The Way of All Flesh" es la primera película que se exhibe como película Paramount en Austria en los dos últimos años, lo cual acrecienta notablemente el éxito obtenido. El Teatro Schweden ha sido arrendado por la Paramount a fin de que "El destino de la carne" fuese adecuadamente presentado.

WHY LETTERS ARE LATE—AND SOFORTH



"Miss Labelle Chestere," twin to Chester Conklin, recently posed for a Paramount Cameraman for evidence of why mail is often delayed—and males often detained. Above are three scenes taken in the office of Messrs. Scrumptious and Filmbox, showing "Miss Chestere" arriving at the office for a nose powder at 11 a. m. (left), uncovering typewriter at 11.30 (right), and partaking of her eight-hour-long light luncheon (center). Strictly speaking, these scenes—two of them in double exposure—were posed by Paramount's certainteed laugh-getter, Chester Conklin.



BRAZILIAN FULL PAGE

Here's how highly the Theatro Moderno of Recife, Brazil, rated the Paramount picture, "Blonde or Brunette." The picture was given a full page in the foremost newspaper, and the ever vital trade marks were not overlooked.

TOUGHS FOR TOMMY

Thomas Miegahn is getting a role to the liking of all Paramounteers in his first independent picture being made for Paramount release. The picture is based on the play, "The Racket," in connection with which the term "hard-boiled" becomes a lilac compliment and the term "punch-filled" a weak attempt at a superlative. Tommy is to play a middle-aged police captain in whom duty is the dominating motive. One of the beauties (!) opposing him will be Louis Wolheim, of the spreadeagled nose; and there'll be other celebrities in the party also.

HET SUCCES VAN "TSJANG" IN EENIGE LANDEN.

Tsjang zet zijn veroveringstocht om de wereld voort. Wij hebben in deze oplaag desbetreffende annonces opgenomen uit Italie en Australie. Het is met recht een wereldfilm.

"A ULTIMA ORDEM" teve oito semanas de exhibição.

O grandioso film da Paramount "A Ultima Ordem," do qual é protagonista o notavel actor Emil Jannings, foi exhibido durante oito semanas consecutivas no Theatro Rialto, de New York, tendo sempre grandes enchentes.

FILME, WELCHE FUER DAS "BEDEUTENDSTE JAHR" GARANTIEREN.

Trotzdem es noch etwas reichlich früh ist um die einzelnen Titel anzuführen, möchten wir Ihnen versichern, dass die Filme, welche Ihnen helfen werden das Jahr 1928 zu Paramounts "Bedeutendstem Jahr!" zu gestalten, von ausgezeichnete Qualität sein werden. Wir haben bereits cine ganze Anzahl derselben gesehen und sind einfach begeistert über deren grossartige Qualität als Kassenschlager.



An especially colorful and compelling poster for "Chang," produced by the Advertising staff of Paramount's Head Office in Barcelona, Spain. This poster, and its companion across the page, will be prize exhibits at the next Paramount Convention.

COURIERS FROM AUSTRALIA

The Blue Ribbon Bunch continue to produce a succession of excellent couriers (heralds) on Paramount pictures. A bunch recently received from the Ad Sales Department of the Home Office in Sydney contained great color 'smashes' for "Underworld," "Barbed Wire," "Shanghai Bound" and "Chang."

"CHANG" LETTERS PARADED IN BARCELONA



In connection with the recent successful season of "Chang" at Paramount's Coliseum Theatre, Barcelona, General Manager C. Ponedel wrote the following in explanation of the scene reproduced above:

"Our publicity department, under the direction of Mr. Blanco, gave us some excellent exploitation in the form of five huge letters, each ten feet high, spelling the picture's title. They were colored red and white, each with a Paramount trade mark, and each carried by a man. Behind them a sign announcing the theatre and the date. The day before the picture's opening, the six men paraded at the football game where they were seen by a crowd of 20,000 people."

"LA ULTIMA ORDEN" SE SOSTIENE OCHO SEMANAS EN EL CARTEL

A pesar de lo malo de la temporada, la película "La última orden," de Emil Jannings, se ha exhibido durante ocho semanas en el Teatro Rialto, de Nueva York, lo cual da una idea de la magnificencia de esta producción del formidable Jannings.

Paramount
AD SALES
ADD PROFITS
Around the World

NEVER LET UP ON AD SALES

There's a new name to the publication this month: but you'll note that the good old ad sales page is there just the same. And it'll always be there; just as there will always be ad sales wherever there are Paramount Pictures. The two are undetachable: they belong each with the other, like land and water, bread and butter, now and then—and all of the other famous combinations.

You know, the man who sells a Paramount film contract without selling Paramount ad sales at the same time, only thinks he has made a sale. He's like the fellow who successfully steers a ship out of harbor into the middle of the ocean, and thinks that he has made a voyage. He forgets that at least half of the undertaking consists of getting that ship to another port. That's where ad sales come in; they are the navigators that take the patrons to the port that's known as the theatre. They are pilots that no exhibitor can do without; and the consequence is that if you don't sell an exhibitor ad sales with his film contract, you're not only not doing right by your company, but you're also not doing right by the exhibitor. He may try and argue a little with you (alright, he's an exhibitor, isn't he?), but in the end you'll convince him.

Just look at the two "Chang" posters reproduced on this page. They're ad sales! Spain produced them; but if we know our Spanish Paramounteers aright, we know that they had no very serious battle with exhibitors over these posters. Why, an exhibitor who wouldn't buy and use those posters ought to be pretty good target practice for a legion of picadores. And the same stands good for Paramount posters everywhere!

Merely because this happens to be the first issue of a new publication, we're going to come back at you with the old plea that you send

us all of material on ad sales that you can. We know already a bunch of our readers are doing valiant service in this respect. But we don't only want samples of your productions; we want also stories of how these posters, heralds and other items were used. That's the true test of practicability!

BACK WITH THE FIRST LOVE

Jack Holt is returning to Paramount.

News of the star's return is announced in a statement that the popular player had signed a contract to appear in Zane Grey productions. It was more than a year ago that Holt terminated his arrangement with Paramount. During this period he has made several films for other companies.

Holt's first picture under the new contract will be "The Vanishing Pioneer." John Waters will be the director. Sally Blane has been assigned the leading feminine role.

Holt's return means that Paramount now has two western stars. The other is Fred Thomson, whose new picture "The Sunset Legion," is now being filmed at Hollywood.

THE AUSSIES AND ENZEDS ARE TELLING THE EXHIBS

There's never a let-up on the publicity, advertising and exploitation campaigns of the Paramounteers of Australia. The stamp business fares very well from the volume of evidence mailed to Home Office, and from this evidence we have extracted many good reasons why the Blue Ribbon Bunch will be heading with the leaders in the "Greatest Year!" Contest.

"Chang" has had produced for it one of the grandest press books in history, as well as a souvenir book that is positively attention-commanding. Much other good work for "Chang" will be found reflected in the success story of its premiere in Melbourne, reported on another page.

This latest consignment of material from Sydney contains samples of advertisements, couriers, broadsides and other forms of publicity, all of which reflect the greatest credit on Advertising Manager Hermann Flynn and Sales Promotion Mgr. John Kennebeck.



This poster is a first cousin to the one across the page, and it would take the wisdom of a Solomon to decide which is the more attractive. Observe the great prominence given the Trade Mark. The Paramounteers of Spain are certainly to be congratulated.

"SPEEDY" GETS A MARVELOUS PRESS BOOK

Off the presses in time for the success of Harold Lloyd's newest Paramount laughter release, the press book for "Speedy" is just about the grandest publication of its kind in a year of crimson Tuesdays. It is massive, comprehensive, valuable and above all else marvelously useful. It is the most practical piece of work of its kind the motion picture industry has yet seen, and it has the added advantage of having had a board of contributing editors comprising the best exploitation brains in the land. The editor finally responsible for the work was Alvin A. Adams who worked under the supervision of Russell Holman, manager of the domestic advertising department and Leslie Whelan of the Harold Lloyd Corporation.

Be on the lookout for your copy of the book. We told you some more about it last month; but this month we have the actual book.

A GREAT PRESS BOOK



This is the cover of France's wonderful press book produced for the exploitation of "Chang." The publication, whose size did justice to the theme and inspiration of the picture, was replete with everything one could need in exploiting Paramount's jungle melodrama. It was produced under the direction of E. Darbon, in charge of publicity, and he deserves a round of applause for such a high class job of work.



EMIL JANNINGS

Rises to the Sublimest Heights of his Career

"THE LAST COMMAND"

a Paramount Picture

ЦАРСКАЯ СТА

№ 1

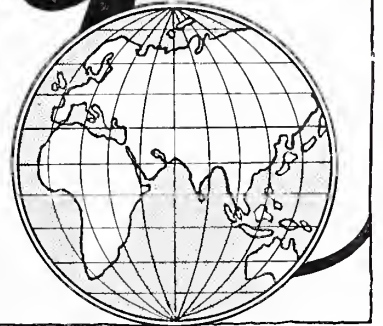


Paramount 'Scoops' the World with Films of German - Irish Fliers!

Paramount



AROUND
THE
WORLD



Vol I. No. 2.

May First, 1928

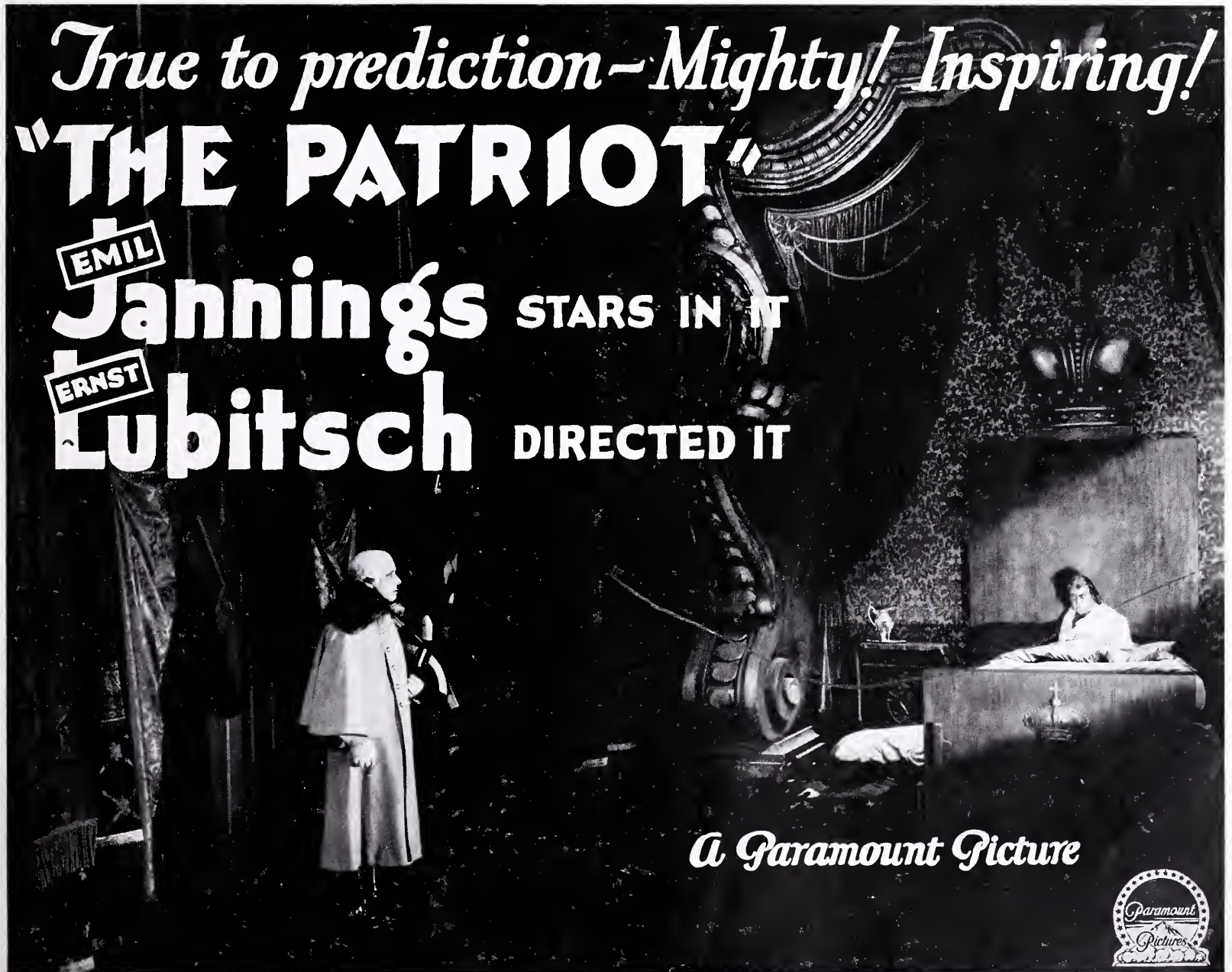
Worth: Everything You Can Give It

True to prediction - Mighty! Inspiring!

"THE PATRIOT"

EMIL
Jannings STARS IN IT

ERNST
Lubitsch DIRECTED IT



A Paramount Picture



First Quarter Standings Comprehensively Shown in This Issue

"All the World's a Screen — for the Paramount Trade Mark"

Editorial Page of

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential.

ADJUTANT: J. H. SEIDELMAN. *Editor:* Albert Deane. *Associate Editors:* O. R. Geyer, R. M. "Dick" Blumenthal, George Weltner. *Foreign Language Editors:* J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Vollidampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

—Vol. 1 May 1, 1928 No. 2—

THIS issue of Paramount Around the World seems to be epochal. Never in any one month in Paramount history does it seem that so many events of importance have taken place. In this issue alone there are at least a score of items deserving of great bold headlines; yet they have to be presented in dimensions befitting the amount of space available.

For one thing, the standings of the respective Divisions at the end of the first quarter of the year are announced. Moreover, they are announced in more comprehensive fashion than they have been at any time within the history of Paramount's foreign department. The figures tell their own sweeping story of strengths and weaknesses, and as it is our intention of going into these matters even more comprehensively with the passing months, every Paramounteer will be privileged to know just where to build with renewed effort in order to gain the coveted victory at the end of the year.

* * *

This issue carries, also, the first definite announcement regarding the nature of the prizes in connection with the 1928 "Greatest Year!" Contest. In keeping with the policy which has been applied to the figures of the Standings, the announcement concerning the prizes will be augmented every month until finally, when the struggles and strivings and achievements have brought all Divisions into the stretch for the last mad gallop home, there will stand forth as the winning post a truly sparkling incentive.

* * *

Friday, April the Thirteenth, was an anxious and significant day for the entire world. Bated breaths, anxious peerings at an impassive sky, nerves sub-consciously on edge, all betokened an apprehension such as can only come into being when human life is in danger. On this epochal day three fliers—two Germans and an Irish Free Stater—were alternately reported sighted and lost at various points between

the coast of Ireland and the City of New York. Eventually, as all the world knows, the men were reported safe in a forced landing on the coast of Labrador. The great significance of the flight, however, is not so specifically that it marked a westward spanning of an ocean, but that the entire world, irrespective of nationality, race and creed gave a sincere and heart-deep concern to the fate of three men who would have been mortal enemies ten years ago, and who were flying to a country which now awaits them with streamers, speeches and sincere affection, but which would have mounted guns for their reception a

Jannings and Ernst Lubitsch far and away transcend their every memorable performance in the past. Undoubtedly by the time these words reach you we will have seen the picture in the Home Office, when you will again be advised.

* * *

In London, New York and several cities in Japan, "Wings" continues to stand forth as a positive and successful sensation. The London presentation in particular is one of the finest achievements in Paramount's theatrical history and has evoked praise from Royalty, cabinet ministers, ambassadors and

Just at about the time that this photograph was taken, Harold Lloyd had been telling me of the deep sense of gratitude he feels towards each and every member of the great Paramount world-wide organization for the manner in which they have handled his pictures and furthered his popularity. He asked me to convey this gratitude to you all, and this I do gladly. Harold's visit to the Foreign Department of Home Office was paid on April 12th, and he made the complete round of the department, meeting and chatting with all the members, and several times expressing the regret that up to the present he has been prevented from meeting every member of Paramount's foreign department in all parts of the world.



decade ago. It is a super testimony to the unity of tolerance and understanding which now covers the world of nations; and in that covering, the motion picture industry in general, and so far as we are concerned, of Paramount in particular, has played no small part.

* * *

Your attention is directed to Mr. Lasky's letter on the Emil Jannings-Ernst Lubitsch production, "The Patriot," printed on page 13. This is our Production Chief's own commendation of this mighty picture, which he unqualifiedly raises to the superb rank of a road show for the entire world. In several personal talks with Mr. Lasky he has emphatically affirmed his opinions regarding this film, and he wishes me to convey to you his opinion that in "The Patriot," Emil

other notables. Acting upon the success of this season, Mr. Seidelman has written a long and fascinatingly interesting letter to all Division Leaders, stressing the vital importance of the correct presentation of "Wings," and including in his letter excerpts from communications written by Messrs. Bell, St. John and Mangan, all of whom participated in the success of the London presentation. The insistence of Mr. Seidelman is that "Wings" positively must not be presented in any key release centre unless accompanied by the Magnascope and the correct sound effects. To me this also appears as a matter of the most vital importance, for "Wings" without the sound effects, the magnascope and the correct musical scoring, is robbed of much of its greatness.

* * *

It seems to be quite in the fitness of things that we should pay tribute to the Paramount News organization, to Emanuel Cohen and his boys, and to Cameraman Ray Fernstrom, for the marvelous boost they gave to Paramount in "scooping" the entire world with the first news reel pictures of the German-Irish flying team and the monoplane Bremen on North American soil, mentioned earlier on this page. It was an epic piece of work, carried out in true Paramount fashion.

* * *

As this issue comes from the press, the Paramount organization will be meeting in Convention in Washington. We know that we shall hear many truly inspiring facts about our Company's recent progress, and many great announcements concerning the plans of the immediate future. In addition, we are certain that in giving an account of the Paramount Foreign Department's progress during the year since last Convention, we shall be proud and privileged to render an account that will bring to the Foreign Department's record of achievement the greatest lustre it has ever known. And that lustre, I am most happy to add, is the direct result of your superb, unswerving and untiring efforts under all manner of conditions. That's something for you all to be truly proud of.

At this Convention, too, a superb honor will be paid to "Wings," when a print of the picture identical with the one now being screened in London, Sydney, and throughout Japan, is presented to President Coolidge and a very distinguished audience in Washington. The high tributes which are being paid "Wings" should make us all very proud of this picture, for into its making our Company put more than money and endless effort: a soul went into "Wings," and all of the world is realizing that, and paying tribute to it.

* * *

So on the eve of the Convention I bid you "au'voir," with the promise that your superb efforts will be adequately mirrored at the great gathering of the Company's executives in Washington. Next month, details of all that transpired will be given you.

E. E. Shauer

Prince of Wales and other Royal Family Members see "Wings"

KNOWLEDGE OF WORLD PARAMOUNT NEWS 'SCOOPS' THE WORLD WITH MOVIE MATTERS PICTURES OF GERMAN TRANSATLANTIC FLIERS



B. P. SCHULBERG

Paramount's Associate Producer studies a well-known publication in order that he may not only know of the successes of Paramount pictures abroad, but also that he may know the men and women of the various divisions of Paramount's far-flung empire who play such a mighty fine part in those successes. This picture of Mr. Schulberg was taken in the Paramount Hollywood Studio, where the Associate Producer is giving tireless attention to the array of pictures which are to play so big a part in our making 1928 our "Greatest Year!"

NUEVO COLEGA PARAMOUNTISTA

Ha sido un incommensurable plaecer para nosotros recibir el primer número de la elegante *Revista Paramount*, editada por la oficina de la Paramount en Barcelona. A los señores Antonio Blaneo y M. L. Morales, jefe de publicidad y director literario, respectivamente, de la nueva revista, nos complaceamos en extender nuestro más cordial saludo y nuestra felicitación más entusiasta por el aspecto material y el contenido de la flamante publicación que no dudamos habrá de contribuir al redundante éxito de la División Matador en el año 1928.

Hearty cheers for the Paramount News organization! In the face of almost insurmountable difficulties they won the fierce news reel race to bring to a waiting world the first motion pictures of the German aeroplane "Bremen" and her intrepid crew on Greenley Island, Labrador. The flight for the films—an air epic over a distance of 2,500 miles—was made by cameraman Ray Fernstrom, and he succeeded in securing a priceless record of the men and their machine.

The films reached New York on Friday, April 20th, and the swift moving Paramount News organization had them on the screens of New York and spreading fanwise over the country within a minimum of time. The cooperation of the Foreign Traffic Department resulted in prints being shipped to Europe on a steamer the same night.

Thus Paramount News "scooped" the world with one of the biggest news stories of the century. The "Bremen" pictures are in Para-

mount News No. 77—and they are wonderful pictures. Show your appreciation of such service by making Paramount News even more of a film institution in your territory.

NEW PARAMOUNT THEATRE AT TOULOUSE OPENS

(By Cable to New York)

TOULOUSE, France, April 20:—Toulouse Theatre premiere most enthusiastic premiere I have ever witnessed. Absolutely a complete success. Paramount Trade Mark in centre of proscenium illuminated throughout the performance is believed to be genuine novelty. Very sorry you were not present; you would have been proud of what we have done. Theatre innovations consisted of abolition of tips, male ushers, free programs and no reduced rate tickets.

(The above cable was sent to Mr. Shauer by Adolphe Osso, Administrateur Delege of the French Division. The event which it concerns marks another step of Paramount progress in the adequate presentation of Paramount pictures to the world.)

"ABIE'S IRISH ROSE" FILMED AS A REAL WINNER

The screen premiere of Paramount's inspired and inspiring picturization of "Abie's Irish Rose" took place at the 44th St. Theatre, New York, on the night of April 19th, before one of the most distinguished audiences in history.

The picture was superbly presented and at the close of the evening two of the stars, Charles Rogers and Nancy Carroll, and Anne Nichols (the authoress of the stage play from which the picture was made), appeared and said a few words. The critical New York

(Continued on Page 24)

TWO NEW HISTORICAL STONES IN PARAMOUNT THEATRE'S HALL OF NATIONS

The Hall of Nations in the Paramount Theatre, one of New York City's celebrated points of interest, gained two new historical stones during the months of March and April. These stones give Canada and Belgium representation in the panel of posterity.

The Canadian stone is a much prized portion of the ruins of the famed Parliament House which was burned at Ottawa during the war. The Belgian stone came from the illustrious Bouillon Castle which was built in the hills of the Ardennes in Belgian South Luxembourg in the year 732. The castle has had a most colorful history, the details of which are set out in the Hall of Nations.

ACE OF BRITISH ACES PRAISES AUTHENTICITY OF "WINGS"

At the premiere of "Wings" at the Carlton Theatre, London, late last month, Al Kaufman, in charge of Paramount's European theatres, met Colonel William Bishop, V. C., who gained the honor of being the Ace of British Aces during the Great War by his record of downing 72 enemy 'planes. Major Bishop was then a Canadian, but is now a banker living in London. During the course of the interview the great flier paid high and lengthy tribute to "Wings," concluding by saying that the Paramount epic of the air was "authenticity personified."

"Wings" continues to do marvelous business at the Carlton and will probably remain at the celebrated London playhouse indefinitely. At all events it is set for a minimum of eleven weeks, with more and more tributes being paid it every day. Among the splendid commendations is that of the Hon. Winston Churchill, who visited the picture twice in two days, and brought two Cabinet Ministers with him on the second day.



Canada's Gallant Ace COLONEL BISHOP, V. C.

A very distinguished visitor to the Carlton Theatre, London on April 6th was H.R.H. the Prince of Wales. He went there expressly to see Paramount's epic of the air, "Wings," now playing for an extended season. According to advices received from Al Kaufman, in charge of Paramount's European Theatres, the most popular young man in the world was visibly impressed by the picture.

On April 16th their Royal Highnesses the Duke and Duchess of York officially visited the Carlton to see "Wings," ostensibly upon the recommendation of the Heir to the British Crown, for that is the customary routine in the British Royal Family.

Further advices from Earl St. John, director of the Plaza Theatre, London, in charge of the "Wings" presentation, state that there is every possibility that "Wings" will be given a Command Performance for their Majesties, The King and Queen.

PRAISE FROM THE HEART OF THE JUNGLE

Merian C. Cooper and Ernest B. Shoedsack, those two intrepid young men who made "Chang" in the heart of the jungles of Siam, are out in the heart of another jungle right now making a film that will be even greater than its predecessor. From this isolated point, hundreds of miles from the nearest vestige of civilization, Merian Cooper wrote a letter to Mr. Shauer in which he paid truly great tribute to the work of the Foreign Department in handling "Chang." He said:

Dear Mr. Shauer: Many thanks, indeed, for your kind letter. Shoedsack and I were more than pleased to hear how well you have done for "Chang" in the foreign market. We saw a great deal of the advertising used in England, and, without any attempt to be flattering we thought the campaign there was a wonder. We both know that without the splendid handling that you and your foreign staff gave the picture that it could not have possibly done anywhere nearly so well as it did. (sgd.) Cordially yours, Merian C. Cooper.

ADOLPHE MENJOU A GREAT FAVORITE IN PARIS

Adolphe Menjou, Paramount star, not only received a great reception on his recent arrival in Paris, but, according to Al Kaufman, he has impressed the French people more than any other star who has ever visited the French capital. He made a personal appearance at the Paramount Theatre and gave a pleasing address in French. In introducing Katherine Carver, his bride-to-be, he advised his audience that the only three words of French she spoke were "Adolphe Menjou, Paris." And she spoke those three well.

A VIENNESE TRIUMPH



On March 6th last, at the Schweden Theatre, Vienna, "The Way of All Flesh" was released as a Paramount picture in a theatre operating under a Paramount lease, and presented in a Paramount fashion. The acclamation which greeted this procedure, and which was also inspired by the acting of Emil Jannings, is adequately reflected in another page of this issue. Above we show you a night shot of the exterior of the Schweden Theatre, and we proudly call your attention to the illuminated Trade Mark, which sign alone stood ten feet high. Above the lobby of the theatre, the line 'A Paramount Picture' appears in type as large as the title of the picture.

As we go to press, "The Way of All Flesh" is still running at the Schweden, being now in its eighth week, and doing wonderful business. All in all, one of the greatest individual triumphs in film history.

The Blue Ribboners' Loyalty Drive for John W. Hicks, Jr.

As an added urge for earnest and steadfast participation in the Drive to honor John W. Hicks, Jr., as leader of the Blue Ribbon Bunch of Australia, New Zealand, Java and Straits Settlements, the following letter was broadcast over the signature of John E. Kennebeck, Sales Promotion Manager:

On March 12th, Mr. Hoggan announced the 1928 LOYALTY DRIVE in honour of Mr. Hicks.

The importance of this drive is manifest in Mr. Hicks' decision not to go to the Convention in New York this year but to remain behind with his own Blue Ribbon Bunch.

"ALL FOR ONE — ONE FOR ALL" — is our slogan.

The Sales Force, under Mr. Hoggan, will bear the responsibility of making this LOYALTY DRIVE an inevitable triumph. Each and every Paramounteer is asked to get the spirit of this drive by exerting every ounce of service possible.

Let's show Mr. Hicks that we are with him in upholding the HONOUR of the Blue Ribbon Bunch.

Will you express your pledge of service during the LOYALTY DRIVE, sign it and send it immediately to Mr. Hicks?

ENGLAND'S PUBLICITY "DELUGE" FOR "WINGS"

To our way of thinking, there has never been a picture which has provoked so solid a wave of favorable publicity as has Paramount's air-epic, "Wings" throughout England. We know that we have a tub-full of criticisms and glowing comments on the picture, and have seriously considered giving over an entire issue of Paramount Around the World to setting them all out in small type. Discarding that idea for the moment, we have devoted much of one page of this issue to the reviews, and from out of the balance we have selected the following one from the April 9th issue of The Daily Mirror of London, principally because of its timeliness and because of its genuine interest:

Winston on "Wings."—Undoubtedly the best film on view at the moment is "Wings" at the Carlton Theatre. This epic of the air is in a class of its own, the flying scenes being the most thrilling yet seen on the screen. Mr. Winston Churchill saw it one night last week and was so enthralled that he turned up again on the following afternoon. This time he brought with him Lord Cushendun and Sir Laming Worthington-Evans, the Minister of War. "Perfectly marvelous" was Winston's comment on the picture.

Flying History Film.—Winston also sent his son Randolph to see "Wings," and, in addition to enjoying the big picture, young Churchill was much interested in the prologue. This consists of a series of films depicting landmarks in the history of aviation. Mr. Churchill, junior, was not born when the Wright Brothers made their first flight, and he was only a year old when Miss Harriet Quimby achieved the distinction of being the first woman to fly the Channel. The film records of these events have a great historic value, and every schoolboy ought to see them.

WINNING WITH "WINGS"

AVIATION AND NEWS REEL HISTORY



We tell elsewhere of the marvelous exploit of Paramount News in "scooping" the entire world with the first shots of the Bremen and the intrepid German-Irish transatlantic fliers on Greenley Island Labrador, Canada. Reproduced



here are the newspaper stills made from actual scenes in the film. At the top is the Bremen after she had been righted, and set in place for repairs. In the background is the celebrated lighthouse which the fliers mistook for a ship in their wanderings. Below are the two intrepid Germans, Captain Koehl and Baron von Huenefeld, reading their first New York newspapers after landing.

PHOTOS OF FRENCH PARAMOUNTEERS NEXT ISSUE

In next month's issue of Paramount Around the World it will be the turn of France, Belgium,

WORD FROM BALLANCE AND CLARK IN INDIA

These two doughty Paramounteers, Charles Ballance and W. J. "Bill" Clark, are still going ahead in fine style out in India. Every once in a while a letter swoops down onto the Crossroads of the World, carrying tidings of the work that they are doing, and these letters tell their own powerful story of Paramount progress throughout the great Indian land. A recent letter to Mr. Shauer from Charles Ballance accompanied some excellent hand-painted posters on "Chang," as used at the performance of the picture in Calcutta, and the letter had the following to say about a very auspicious presentation of "Beau Geste":

Am enclosing a booking plan as used during the engagement of "Beau Geste" at the Empire Theatre, Quetta. This is of particular interest inasmuch as Quetta is an isolated canonment on the frontier.

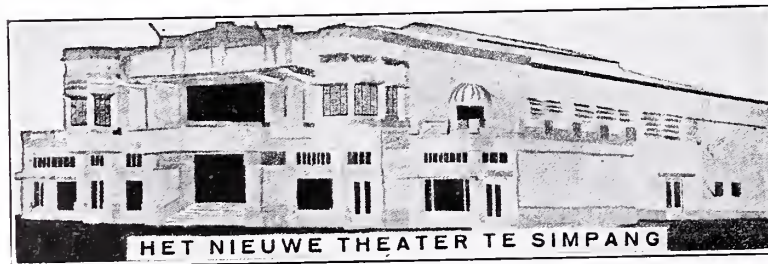
I was unable to arrive at this engagement until Sunday, and upon arriving in Quetta I found that the plan, in the reserved sections, was entirely booked up at advanced prices. That the personnel was exclusively military, the plan will show.

This is a souvenir of the smartest, most exclusive audience that "Beau Geste" played to in Burma, India and Ceylon. Quetta is the Aldershot of India (Note: Aldershot is the great military post of England), and the turn-out to such a function is very imposing indeed. Full dress, with all medals and decorations being "de rigueur."

We are very happy with our new product, which is not only going to be "box office," but will afford us a deep sense of personal satisfaction. With kindest regards from Clark (Bombay) and myself.

Switzerland, Egypt, Tunis and Morocco to have the photographs of the staffs included. They were intended for this issue, but some photos did not arrive.

PEP, SPEED, PUNCH, BIFF, WALLOP AND OTHER INDICATIONS OF SUCCESS FROM AUSTRALIA



A notable absentee from the Convention delegates this year is John W. Hicks, Jr., Managing Director of Famous (Blue) Lasky (Ribbon) Film (Bunch) Service. His absence has been caused by great pressure of business throughout not only Australia and New Zealand, but also in the Dutch East Indies.

Evidence of this has been conveyed in several cables to Mr. E. E. Shauer, one of which we quote herewith:

"Beautiful new Simpang Theatre, Soerabaia, Java, opened last night with Harold Lloyd in 'The Kid Brother.' This is great forward step in the Dutch East Indies and is the forerunner of other theatres to be built in the large centres which will mean much to us. Cap-

itol Theatre Sydney, is creating a sensation. 'Beau Sabreur,' 'Gentlemen Prefer Blondes' and 'The Way of All Flesh' will be shown there in succession. Watch us go from now on. Kindest regards, (sgd.) Hicks."

A reproduction of the Javanese theatre is shown as an indication of the wonderful steps ahead that this country is making in the business of presenting motion pictures.

The Capitol Theatre, Sydney, is the first truly atmospheric theatre to be built outside of North America. It is a truly magnificent house, and the spectacular opening on April 7th was a highlight in Australian film history.

As for Mr. Hicks' concluding comment: you know that it's true that there is 'endless punch in the blue ribbon bunch.'

"The essential obligation of new generations is to take up the work of those who have labored before and carry it on to new heights of achievement." — LORD MANSFIELD.

FIRST QUARTER RESULTS (To March 31st 1928)

New Leaders Loom as 1928 "Greatest Year!" Contest Shows Advantageous Results Gained by Early Starters

Remember To Watch Your Operating Costs

Over 100% of Quota

DIVISION	Increase + Decrease — over 1927	Operating Cost	REMARKS
Scandinavia	++	Higher	Great Start!...Watch your costs...Increase your summer business...Autumn looks fine...Norway and Denmark very close to margin.
France, Belgium and Holland	++	Lower	This division leading all...reports advance business booked in excess of Quota until July 1st...Looks like a winner!
Mexico	+	Average	Quota low...Should make the grade...Watch your specials and advance business...Costs close to safety line.
Spain and Portugal	++	High	Good business, but costs too high...Watch summer months...Good chance to win.
Panama and Central America	+	Average	Consistent and good prospects...Specials will tell the story...Quota looks certain.
Germany	+	High	Results on specials will decide here...Liquidate old contracts...New business very good.
Central Europe	++	High	Much better than last year, and good chance for Quota.

Over 95% of Quota

England	—	Average	First quarter shows deficit...Advance bookings strong... Good chance to finish 100% this year...“Wings” big help...Ad. Sales very good.
Italy	+	Average	Big quota this year...Fine start, but more needed...Not far from 100% for quarter.
Japan	—	High	Watch this division!...Looks good as winner...April big...“Wings” breaking all records...Looks like 110% next quarter.
Cuba	—	High	Good start for Cuba...But must protect summer season or big drop will follow.

90% to 80% of Quota

Porto Rico	—	Average	With normal “breaks,” expect good increase as specials just starting to produce revenue.
Brazil	++	Average	Big jump expected next quarter...Season just starting... Looks likely to be among the leaders.
Australia	—	Normal	Look for big increase during next months...Specials big...Quota big, but prospects excellent...Ad Sales splendid.

Under 75% of Quota

Chile and Peru	—	Average	Short of expectations...You are urged to catch up, with season improving...Push harder, boys.
Argentina	—	Normal	Starts last—but watch for the big push. The Gauchos can always be counted on for minimum of 100%.

CONCERNING THESE STANDINGS. This month we give you many more phases of performance than has been our custom in the past. Moreover, we display individual performances of divisions in order that you may see what the others are doing, and the others may see your accomplishments. Each can benefit from the other, and the success of the Contest will benefit from both. You will find, too, if your Division is in the northern hemisphere, that summer will be swiftly upon you, and that here is a season which will require your united efforts to prevent performance from slipping far below Quota. Summer requires super-efforts, for the ground lost during this season can never

be recovered by practical methods. There is also this feature to the Contest which you must watch with the utmost sincerity: you must envision the entire remainder of the year as the period of performance. The practice of selecting isolated months and of turning in great performances for them isn't conducive to success in the long run. Effort must be applied liberally but equally over the entire period of time, so that every month will be great, not as an individual month, but as one of a consistent chain of great months. In other words—every month must count. (sgd.) J. H. SEIDELMAN.

STOP PRESS ABOUT THE PRIZES. So many truly wonderful suggestions regarding the nature of the Prizes for the 1928 “Greatest Year!” Contest are in from all parts of the world that the executives of the Company have been compelled to defer final decision until after the Convention. The nature of the Prizes will therefore be positively announced next issue.

CONGRATULATING EMIL JANNINGS ON "THE WAY OF ALL FLESH"

This is the translation of a letter sent to Emil Jannings in Hollywood by the Oesterreichische Bühnenverein, congratulating him upon his marvelous performance in "The Way of All Flesh." Gus J. Schaefer, general sales manager for Paramount in Central Europe, sent us this translation, together with a copy of the letter sent to Mr. Jannings. This copy is given below the translation.

Vienna, March 6, 1928.

Mr. Emil Jannings,
Hollywood

Dear Colleague:

We were pleased to take over the protectorate of the showing of your film "The Way of All Flesh," which took place yesterday at the Schweden Theatre. Many public dignitaries, national councilors, city councilors, the former city chancellor Dr. Renner, and very many prominent members of our club were present.

The festive presentation of the picture made an exceedingly strong impression. Everyone present was affected deeply and the artistic characterizations and performance were acknowledged by all.

We thank you heartily for the enjoyable evening and also for the kindly transmitted regards.

Wishing that you will succeed in America in attaining new success for German acting, we sign ourselves

for the
Deutschoesterreichischer
Bühnenverein.

Wien, am 6. März 1928.

Herrn Emil Jannings,
Hollywood.

Wertes Kollege!

Wir haben gerne das Protektorat über die Vorführung Ihres Films "Der Weg allen Fleisches" übernommen. Diese Vorführung hat gestern im Schweden-Kino stattgefunden. Anwesend waren viele öffentliche Funktionäre, Nationalräte, Stadträte, der ehemalige Staatskanzler Dr. Renner und vor allem sehr viele prominente Mitglieder unseres Vereins.

Die festliche Vorführung des Films hat überaus starken Eindruck ge-

macht. Sämtliche Anwesende waren erschüttert und einmütig wurde Ihre Darstellungs- und Charakterisierungskunst anerkannt.

Wir danken Ihnen herzlichst für den gemessenen Abend und danken Ihnen für die uns freundlichst übermittelten kollegialen Grüße.

Mit dem Wunsche, dass es Ihnen im fernem Westen Amerikas gelingen

möge, deutscher Schauspielkunst zu immer neuen Erfolgen zu verhelfen, zeichnen wir mit dem Ausdrucke unserer kollegialen Gefühle

J. d.

Deutschoesterreichischer Bühnenverein.

"THE WAY OF ALL FLESH" IN PRAGUE

Below is a copy of a letter dated March 7 and sent to Mr. Gus Schaefer in Berlin by Branch Manager R. Jellinek in Prague,

LA TEMPORADA DE 1928

Si óptimos fueron los resultados de la temporada anterior—la conquista de la mesa de Lasky da fe de ello,—la iniciación de la actual se presenta bajo los mejores augurios. El optimismo de "Los Gauchos" se justifica. En efecto, el material de que dispondremos este año, es, a todas luces, superior al del año pasado.

La producción corriente, bien seleccionada gracias a la limitación de estrenos, que este año será de uno semanal, tiene de por sí fuerza de atracción suficiente como para defender bien la temporada. Tenemos entendido que son varias las marcas que este año estrenarán mucho y bueno, pero dificultamos de que por buenas que sean esas películas puedan superar producciones como "Chang," "Alas," "De carne somos," "La marcha nupcial," "El hermanito," "La fragata invicta," "Paz en la tierra" y las otras especiales y superproducciones nuestras.

Si se agrega a este programa el complemento de las de corto metraje, los Sucesos Mundiales, los dibujos animados, etc., no es aventurado afirmar que 1928 será un gran año para nuestra división.

De más está decir que "Los Gauchos" pondremos todo de nuestra parte para que así sea y para que, al finalizar la temporada, quede justificada la confianza y el optimismo que ahora nos animan.

POLA NEGRI TO BUILD HOTEL WITH AIRPORT ATTACHMENT

The world's first hotel with an air-port attachment will be built by Pola Negri, according to announcements made in Los Angeles by her architect, Richard M. Bates.

Plans for the novel departure in hotel and club accommodations are well under way and the \$300,000 apartment-hotel which the Paramount actress will build on proper-

ty in the exclusive Wilshire district is intended to provide housing space for planes of 210 tenants. Construction started in April.

The building will be of six stories, with 210 rooms, en suite. One wing overlooking the Ambassador Hotel grounds will be reserved by the actress for her private use.

The air-port will consist of a pavilion, run-out and hangars. Miss Negri has a private plane which will be housed at this field.

Czecho-Slovakia. It deals with a very special showing of the Emil Jannings Paramount picture, "The Way of All Flesh."

Dear Mr. Schaefer:

Last night the editors of German and Czecho-Slovakian newspapers and also tradepapers, gathered at the Kino Passage and I showed them the above mentioned production so as to win these gentlemen with this showing in order to obtain preliminary publicity of illustrations, notes and ads in their papers.

I can only tell you one thing, and that is the impression was overwhelming and the artistic performance of Jannings in particular appealed to everyone present, as was expected.

Yours very faithfully,
(sgd.) R. Jellinek.

(Translation)

Sehr geehrter Herr Schaefer!

Gestern abend versammelten sich im Kino Passage die Redakteure von den deutschen und tschechischen Tagesblättern, also auch Fachzeitungen, und habe ich denselben den oben angeführten Film vorgeführt, um dadurch diese Herren für die Vorreklamierung durch Illustrationen, Feuilletons und Anzeigen durch ihre Zeitungen zu gewinnen.

Ich kann Ihnen nur das eine mitteilen, dass der Eindruck ein überwältigender war und gefielen ganz besonders, was ja auch anders nicht zu erwarten war, die künstlerischen Leistungen Jannings allen Anwesenden.

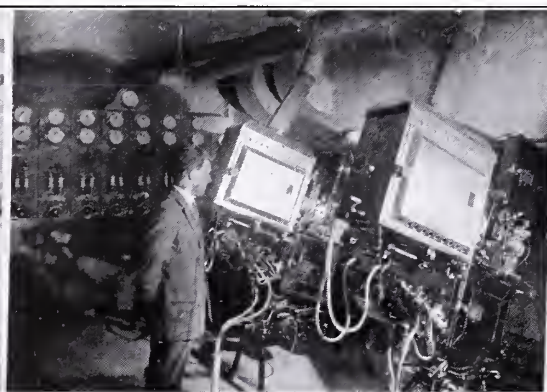
Mit vorzüglicher Hochachtung.
(sgd.) R. Jellinek.

WALLACE BEERY IN DRAMATIC ROLE

Wallace Beery, for more than a year continuously in comedies, will return to a dramatic characterization in "Beggars of Life," the story of hobo life which Paramount is preparing to make from Jim Tully's personal narrative of the same name. It will be an all-star cast, including Richard Arlen and Louise Brooks.

Jim Tully will also appear in the picture, which is being made from actual experiences in his own life.

UNEXCELLED SERVICE PHASES OF THE PARAMOUNT THEATRE, PARIS



At left are the ushers who gave the Parisian theatregoers the greatest shock in years when they refused to accept tips for services rendered. In the centre is the perfectly equipped projection room; and at the right is the exterior of the entrance to the Paramount Theatre, Paris, with the ushers in picturesque display. These factors are certainly gaining the esteem of Paris picturegoers.

LES PARAMOUNTIERS DE TOUTE LA DIVISION FRANÇAISE SONT RÉCIPENDIAIRES DE CES NOUVELLES.

Nous sommes fort heureux de constater que vous, les Paramountiers de France méritent une place aussi importante de cette brochure en nous procurant du matériel aussi intéressant. Nous ne souffrirons jamais d'un surcroît de matériel et, si les circonstances le rendent nécessaires, nous agrandirons l'édition. Nous avons reçu nombre de bonnes nouvelles de vous le mois dernier; ce mois nous en avons même davantage. Et il en sera ainsi tant que nous serons pourvus de votre matériel.

En votre qualité d'un des gagnants de 'pupitres' lors du concours de l'année dernière, nous pensons que les détails de notre 'plus grand concours' de 1928 vous intéresseront tout particulièrement. Ces détails sont publiés dans cette brochure en même temps que la liste des prix du concours et s'adressant aux Paramountiers qui ont déjà fait preuve de gagnant, cela devrait intéresser vivement les Paramountiers français.

Un des grands alliés qui aideront à rendre cette année notre 'plus grande année' est le fait que notre produit sera le plus grand de toute l'histoire de la production Paramount.

Nous en avons de nombreuses preuves dans les films déjà délivrés ou placés sur le marché; et nous avons une preuve supplémentaire de l'excellence de plusieurs des films importants que nous avons passés, mais qui n'ont pas encore été placés sur le marché. Le plus important de ces films est 'Le Patriote' avec Emile Jannings comme vedette et qui, d'après une lettre de Mr. Lasky à Mr. Shauer, est un film pour le monde entier. En appuyant sur l'importance du 'Patriote' nous avons consacré deux pages entières de ce numéro et nous voulons que vous reconnaissiez que ce film mérite entièrement cet honneur.

Deux autres films de grande importance sont "Abie's Irish Rose" que l'on présente actuellement au théâtre de la 44ème rue, New York et le 'Speedy' d'Harold Lloyd, qui fait d'excellentes affaires au Théâtre Rivoli à New York. Puisque nous parlons d'Harold Lloyd nous désirons vous communiquer que, au cours d'une conversation que nous eûmes récemment avec lui, dans le département étranger, il nous a demandé expressément de vous exprimer par l'intermédiaire de ces colonnes ses remerciements chaleureux pour la manière dont vous avez traité ses films en France, Belgique, Suisse et toutes les autres parties de votre territoire.

Il était entièrement au courant de votre travail, car il voit l'énorme amas d'évidence témoignant de l'exploitation et parvenant à nos bureaux, évidence qui lui est généralement remise de temps à autre sous forme de livret.

Ceci est une occasion comme une autre pour exprimer notre fierté du grand oeuvre accompli



NEW EXCHANGE AT STRASBOURG

Last month we showed glimpses of the new Paramount Exchange at Strasbourg, France. Above is a scene at the inauguration, February 15, 1928. M. Adolphe Osso is near the center of the group, immediately in front of the one man wearing a hat. M. Physter, branch Manager, is third from the right.

par plusieurs Paramountiers lors du récent vol Paramount-Le Petit Parisien, "Paris-le Cap" allant de Paris au Cap de Bonne Espérance dans l'Afrique du Sud. Ceci fut un travail magnifique, produisant de la bonne volonté. Messieurs Osso, Darbon, Hervouin et autres participants méritent les compliments de tous les Paramountiers.

Nous présentons au monde dans ce numéro les photographies d'autant de Paramountiers français qu'il nous fut possible de nous procurer avant de mettre sous presse. Nous sommes fort heureux de le faire, non seulement puisque cela présente vous Paramountiers à vos compagnons autour du monde, mais nous pensons aussi que cela vous rapproche beaucoup du bureau principal de la Paramount à la croisée des chemins du monde.

En attendant que ce numéro de

la 'Paramount Autour Du Monde' soit publié, certains membres du département étranger ainsi que certains délégués d'outre-mer sous la direction générale de Mr. Emile E. Shauer et Mr. J. H. Seidelman comme premier lieutenant participeront à la première de trois grandes conventions, à Washington. Nous vous communiquerons davantage au sujet de cette convention au numéro du mois prochain. Après Washington certains délégués iront à Detroit pour une seconde convention, ensuite à St. Francisco revenant finalement à New York après avoir visité le studio de la Paramount à Hollywood.

De notre point de vue—qui, nous le savons, est le vôtre—un des délégués les plus importants d'outre-mer est Mr. Melville A. Shauer, qui nous vient de France pour traiter d'importantes affaires, et participer à la convention. Bien qu'il fut pour un temps directeur d'annonces du département intérieur, il est actuellement du département étranger et depuis les six mois qu'il a quitté New York (le 26 Oct. 1927) il a fait beaucoup de travail méritoire pour la compagnie. Paris était son quartier principal.

Nous savons que Mr. Melville A. Shauer désire que nous remercions les Paramountiers français pour l'hospitalité merveilleuse que vous lui avez témoigné. Il nous a dit que vous tous avez été admirables lors de son séjour et vous connaissant, comme nous le faisons, nous savions que ceci est juste ce que nous pouvions attendre de vous. En son nom—et parce que nous aimons à le faire—permettez-nous de vous remercier pour votre conduite à son égard.

Nous sommes fort heureux d'observer l'arrivée constante de matériel d'exploitation, d'annonces et de publicité, arrivant de la Division française. Vos brochures sont généralement des beaux exemples d'usage pratique, vos affiches sont toujours d'un type attrayant au plus haut degré, votre matériel de publicité est plein d'information et vous n'omettez jamais l'usage de



IN PARIS. Exterior of the Caméo Theatre while "Chang" was doing wonderful business. The big sign of the title at the top is picked out in electric lights, and the sign immediately over the entrance carries beneath it the caption, "French and English sub-titles."

la marque déposée 'Paramount.'

C'est là quelque chose qu'aucun de nous ne doit oublier. Cette marque déposée Paramount est une de nos possessions les plus précieuses. Elle est aussi vieille que la compagnie et elle est pour nous ce qu'un écusson ou une enseigne est à une ancienne et noble maison.

Si nous l'oublions, nous pourrions aussi bien oublier notre futur, car la marque Paramount est le



précurseur du progrès de la compagnie et est responsable de nombreuses choses parmi lesquelles le paiement de nos honoraires.

Et si nous pensons à appuyer sur l'importance de la marque déposée Paramount, nous pensons aussi à attirer votre attention sur le fait que les 'Short Features' sont des films Paramount tout aussi bien que les autres grands films Paramount et si nous ne nous donnons pas un pourcentage proportionné d'attention aux 'Short Features' nous ne pouvons pas nous vanter d'accomplir notre tâche à fond. Voilà quelque chose dont il faudra vous souvenir puisque par 'Paramount Short Features' nous voulons indiquer les productions telles que les Nouvelles Paramount, les dessins humoristiques, les nouveautés et les comédies Christie-Paramount.

Nous allons vous quitter à présent espérant sincèrement que vous feuillerez les pages suivantes de ce numéro, car il y a beaucoup de nouvelles intéressantes à y trouver; et espérant aussi que votre succès le l'an passé qui vous fit gagnant d'un pupitre ne sera qu'un aiguillon de plus, pour le gain des prix de ce concours de Paramount 'de la plus grande des années' pour 1928.

PARAMOUNT PICTURES ATTRACTIVELY DISPLAYED IN PARIS EXPOSITION



This is the Paramount display at the Cinema Exposition held last month in the Grand Palais of Paris. It is to be commended for its distinctiveness and effectiveness.

OVERSEAS REPRESENTATIVES at the 1928 SPRING CONVENTION



John L. Day, Jr.

The most significant aspect to the comparatively small representation by overseas Paramounteers at this 1928 Spring Convention is the fact that so great is the concentration upon the making of 1928 our "Greatest Year!" that only a very limited number of



Harry Novak

Paramounteers were enabled to get away from their territory.

From South America, thanks to the abilities of his lieutenants, Frederick W. Lange, Tibor Rombauer, Benito del Villar and all of their co-workers, John L. Day, Jr., general manager for the whole of South America was enabled to come north to New York. He brought with him a great many glowing stories of the achievements of the boys and girls of the great southern continent, and we know that as the result of his visit, as on former occasions, we shall know the Paramounteers of South America even better than we knew them before.



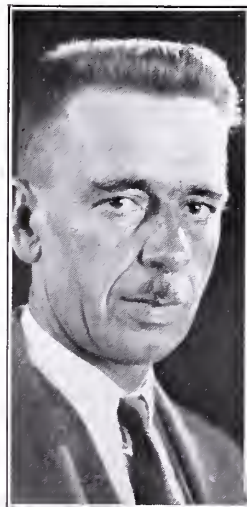
Tom D. Cochrane

Harry Novak came north from Panama, leaving John B. Nathan in charge of the Colon office. Harry's innate modesty has deprived the readers of Paramount Around the World of many truly thrilling accounts of the adventures which befall Paramounteers in those countries where thrills are still spontaneous and romance is to be found other than between the pages of a novel. We never knew about Harry's hazardous trip into Venezuela, and his peregrinations into others of the Central American countries until he unwittingly let fall a slight remark and our nose for news trailed the remaining details. Harry can tell of film-selling under conditions

that would make the average Domesticaire feel grateful for his Pullman, his hotel accommodation and above all for his police protection. The chief difficulty is in getting him to talk.

Happy we were to again meet Tom D. Cochrane from Japan. Tom was with us last year, and he has traveled over again to tell of the super-success of "Wings" and of a great many other things. R. E. "Bob" MacIntyre is handling the reins during Tom's absence. These two make a grand team, and they are renowned throughout Chrysanthemumland for their business acumen and fair and square dealing. The manner in which they have gained the respect of Imperial Japan, from the highest members of the Royal Family down to the Ambassadors, Diplomatic Officers and leading business men, is something that is an inspiration for the entire Paramount organization.

Cuba this year sends us Arthur L. Pratchett, general manager of the Division which includes Cuba and Porto Rico.



Arthur Pratchett

He comes to his first Convention, and there is the element of "beginner's luck" about it, because he is certainly here to attend the finest and most sincerely stirring of all Conventions. He has left Cuba in particularly fine shape, and though inherently modest in his past achievements and future claims, there is a distinct ring of positiveness to his claim that his division will finish with the winners. At all events, he is well up with the top rankers in the standings.

We are mighty proud and happy to welcome these Paramounteers to our midst. They will hear a great story, and carry a wonderful message back to the Paramounteers they so capably represent.

Jannings picture, "The Patriot," is the greatest Paramount picture ever made. The New York operator very kindly sent this information along, and having since gained the Paramount spirit from Mr. Coelho, who visited his station, is now in communication with Mr. Abreu twice a week and retails to him the pick of the Paramount publicity information supplied from the Crossroads of the World. So that what commenced as a mere experiment, has since developed into a regular channel for the dissemination of Paramount news.

It is interesting to note, also, that Mr. Abreu's message was picked up by a great many stations, all of which got into later touch with Mr.

TWO GREAT PARAMOUNTEERS MEET AT THE CROSSROADS OF THE WORLD



For the second time in this issue we show you a photograph of Mr. Shauer and Harold Lloyd, taken in the former's office in the Paramount Building. Each photograph serves its own distinctive purpose, and the purpose of this one is to show how calmly happy the star is now that he has learned from Mr. Shauer that "Speedy" ranks as the best of the Harold Lloyd pictures to date from the foreign angle. On the desk in the foreground is Russel Holman's pep-filled novelization of the Lloyd picture. Mr. Holman, as you so well know, is advertising manager of Paramount's domestic department.

RADIO TRANSMITS PARAMOUNT PUBLICITY AROUND THE WORLD

When a stranger visited the Foreign Publicity Department in the Home Office of Paramount in New York, and calmly announced that he had a radio message for Arthur Coelho, sent direct from Rio de Janeiro, Brazil, almost everyone took it to be a joke. Yet this man, James E. Johnston, who operates a short wave station in New York City, actually had a message for Mr. Coelho, sent from station 1 A. W. of Rio de Janeiro, and the message was a request that a certain Emil Jannings interview be sent to Vasco Abreu. Moreover, Mr. Abreu owns the Rio station and was the sender of the message.

Forthwith Mr. Coelho despatched, through Mr. Johnston, word to the effect that the interview was being posted right away, and he also added the information that, according to word received by Mr. Shauer from Mr. Lasky, the Emil

Coelho, and all of which undoubtedly read the replies to Mr. Abreu.

We think that Mr. Abreu deserves the plaudits of the entire organization for the practical use to which he has put his radio station.

CHILEAN COMMENDATION

As a further indication of the high esteem in which Paramount Pictures are held in Chile, we quote the following excerpt of a letter received by Foreign Publicity Director O. R. Geyer from Mr. F. R. Seeley Copping, manager of the Railway Club Cinema at Mejillones:

"You finished your letter with a wish for my continued success in the Cinema world, and I would state that since I have shown practically nothing else but Paramount Pictures, I have gone forward with leaps and bounds. The films arrive here in perfect condition, never a stop in the whole performance. I am not making this statement merely for something to say, but simply because it is the truth."

HIGH SPOTS IN THE LONDON REVIEWS OF "WINGS"

The London reviewers of "Wings," figuratively speaking, threw caps into the air and turned hand-springs over the excellence of Paramount's air spectacle as presented at the Carlton. For that reason we shall select only the very top-notch sentences of their reviews.

"THE MORNING POST:" In its wonders of flight-photography, "Wings," the new Paramount film of air-fighting in the War, outdoes even the apparently exaggerated accounts that heralded its arrival at the Carlton Theatre last night, when it received a well-deserved welcome from a crowded audience. "THE DAILY CHRONICLE:" "Wings," presented at the Carlton last night, is the greatest war picture yet made. It is a reproduction of war in the air, astounding in its fidelity and thrilling beyond description. "THE DAILY MAIL:" "Wings," the new film which opened at the Carlton last night, can only be described as an incomparable spectacle of the air. "THE DAILY SKETCH:" "Wings" is a fascinating picture of aerial warfare. "THE DAILY MIRROR:" "Wings" is the most thrilling picture dealing with fighting in the air yet screened. Colonel W. Bishop, V. C., the famous British ace, who, during the war brought down seventy-two enemy planes, describes "Wings" as the finest attempt ever made to portray fighting in the air. I agree. "THE EVENING NEWS:" It will be a long time before anything more startling than the scenes of war in the air in "Wings" are improved upon. "THE DAILY TELEGRAPH:" For fully two hours the amazing pictorial record of the conquest of the air in "Wings" holds you spellbound. "THE DAILY EXPRESS:" "Wings" is a most thrilling spec-

(Continued in 4th Col.)



IN LONDON. The superbly arresting exterior of the Carlton Theatre, where "Wings" is now at the height of a marvelously successful season. Note the prominence given the line "A Paramount Picture."

LONDON AND TOKYO SUCCESS OF "WINGS"

"Wings" is winging its way to the highest degree of success in London and Tokyo, as evidence contained in cables from these two great cities richly proves. Press reviews on the picture in London are dealt with elsewhere; but right here we want to give you the text of a cable which Mr. Shauer received from Mr. Graham early in April:

Winston Churchill visited "Wings" Monday. Next day he came again, accompanied by two other Cabinet Ministers. Evidently he was impressed.

Mr. Churchill is Chancellor of the Exchequer of Great Britain and Ireland, and one of the foremost British statesmen of the day. His two successive visits to the Carlton to see "Wings" can be taken as being of the utmost significance, denoting as they did the vast impressiveness of the picture.

The cable from Japan was sent to Mr. Shauer by Mr. MacIntyre, and although it contained figures dealing with the receipts of the picture at the Hogakuza and Tokyokan Theatres—details which we are not accustomed to publishing in these columns—we can assure you that the Paramount epic of the air is positively shattering records in Chrysanthemumland.

ENGLAND'S "WINGS" SLOGAN

Splashed all of the way through the issue and inserts of "Service," that excellent exhibitor organ of Division One, is a snappy and thoroughly effective slogan for "Wings," Paramount's drama of the skies. The three words combine three mighty phases of appeal by saying: "Tense! Timely!! Tremendous!!!"

THE LONDON REVIEWS

(Continued from 1st Col.)

tacle. "THE DAILY NEWS:" "Wings" is the most thrilling spectacle in London. As shown at the Carlton Theatre, with its wonders intensified by the use of the magnascope and driven home by an elaborate system of "effects," its realism is so awe-inspiring that at times it becomes almost physically painful.

"Wings" Executive Flies to Keep Business Engagements

Promoting the war aviation film hit "Wings" has made an aviation enthusiast of A. Griffith Grey, head of the Paramount roadshow department, it was learned as Mr. Grey departed for Cleveland (U. S. A.) recently to make ready the premiere of "Wings" at the Colonial Theatre.

A few mornings later Mr. Grey flew from Cleveland to Detroit to attend the premiere of "Wings" in that city. The next morning Mr. Grey took the air for Pittsburgh to function at the opening of another "Wings" engagement.

AUTOGRAPHED TO US BY INTREPID AIR CREW



This picture of the plane which is flying from Paris to the Cape of Good Hope in South Africa was autographed by the crew as follows: "To The Foreign Legion Pledge from the Crew of the Airplane, 'Paris-Le Cap.' Sincerely (signed) Mauler and Baud."

38th AND 529th

Just as a matter of record we would like to convey to your information files the fact that the very day on which this issue of Paramount Around the World is published, "Wings" completes its 38th week and its 529th screening at the Criterion Theatre, New York City. And still with standees at every performance.

WOMEN OUTNUMBER MEN PATRONS AT "WINGS"

Women are more interested in aviation than men, it would appear from a tabulation which has been kept during the past three months of the relative numbers of men and women attending Paramount's flying film spectacle, "Wings" at the Criterion Theatre, New York City.

At "Wings" matinees 58 per cent of the audiences have been women while at night 53 per cent of the house have been members of the fair sex.

This exceptionally high proportion of women seems to be a conclusive indication that the curiosity of women has responded to the wonders of aviation. Aviators say that the ladies who visit flying fields show far more eagerness to take airplane rides than men.



"AND EVER THE TWAIN SHALL MEET"

Again proving that Kipling wasn't exactly right with his East-West doctrine, James Hall, featured Paramount player is shown welcoming a Chinese beauty contest winner to Hollywood where she will appear in motion pictures.

"MAN WHO NEVER MISSED" NEXT FOR JANNINGS

"The Man Who Never Missed," from Mildred Cram's magazine story "The Feeder," has been selected by Paramount for Emil Jannings as his next picture. The story concerns life in four-a-day vaudeville. Jannings will play a veteran trouper.

NORMAN KERRY IN POLA NEGRI PICTURE

Norman Kerry, has been signed by Paramount to play a leading role in support of Pola Negri in a modernized version of "Fedora" now in production. Ludwig Berger is directing, from continuity by John Farrow. Paul Lucas, who has an important part in "Three Sinners," Pola Negri's next release, will also be seen in the new picture.

THEMEN, WELCHE FUER EINEN JEDEN PARAMOUNTLER VON INTERESSE SIND.

Wir hegen die Absicht, der Betriebsamkeit der Paramountler in Deutschland und Oesterreich so viel wie möglich Platz in einer jeden Ausgabe einzuräumen und hoffen, dass wir dieses mit Ihrer Hilfe ausführen können. Diese Ausgabe ist lediglich gut geraten, doch wir hoffen, dass mit Ihrer Mitarbeit Bedeutenderes geleistet werden kann. Darum möchten wir Sie bitten, dass alle Neuigkeiten und Berichte, von denen Sie annehmen, dass sie für Paramountler von Interesse sind, an uns überwiesen werden.

Ein Grund, weshalb wir diese Idee durchführen wollen, ist der, dass das Jahr 1928 dem "Bedeutendsten Jahr!"-Kontest gewidmet ist, und wir sind fest überzeugt, dass Deutschland und Oesterreich in diesem Kontest eine ganz besonders wichtige Rolle spielen werden. Dass das Jahr 1928 zu Paramounts "Bedeutendstem Jahr!" ausersehen wurde war absolut kein blinder Zufall, wie es vielleicht einige von Ihnen annehmen, nein, dieses Jahr trägt den Stempel, das GROESSTE JAHR IN PARAMOUNTS GESCHICHTE zu werden!

Diese Absicht ist auf tadellose Filme aufgebaut. Zu Filmen wie "Der letzte Befehl", "Chang" und viele andere Produktionen, welche Sie bereits gesehen haben, kommen noch solche fabelhafte Schöpfungen wie die Jannings-Lubitsch Produktion "Der Patriot", "Abies Irländische Rose" und "Speedy". Dem Jannings - Lubitsch Bombenfilm wurde auf einer anderen Seite dieser Ausgabe ein bedeutender Raum für eine nähere Besprechung gewidmet. Dieses ist darauf zurückzuführen, dass Herr Lasky in einem Schreiben an Herrn Shauer verkündigte, dass "Der Patriot" in der ganzen Welt als Superfilm erscheinen wird. Diese Ankündigung ist in dieser Zeit der prachtvollen Filme äusserst wichtig. Wie dem auch sei, es ist eine Tatsache, und wir dringen hiermit in Sie, diesen Film mit Ihrer ganzen Kraft zu verkünden, denn es kann nicht genug Lobenswertes über diese Produktion gesagt werden.

Wir werden weitere Tatsachen, welche für diesen Film sprechen,

anlässlich der ersten diesjährigen Frühlingskonferenz erfahren, welche gerade während der Zeit in Washington abgehalten wird, in welcher diese Nummer der Paramount "Rund um die Welt" gedruckt wird. Bei dieser Gelegenheit wird Herr Lasky den Bericht der Produktionsabteilung bekannt geben, von dem wir alle wissen, dass uns etwas ganz Ausserordentliches zu Ohren kommen wird. Höchstwahrscheinlich werden wir in der Ausgabe des nächsten Monats in der Lage sein, die Einzelheiten hierüber zu berichten.

Nach Beendigung der Konferenz in Washington werden die Delegaten nach Detroit und von dort nach San Francisco weiterreisen, worauf sie dem Atelier in Hollywood einen Besuch abstatten werden, bevor sie die Rückreise nach New York antreten. Die Auslandsabteilung wird bei diesen drei Konferenzen von den Herren E. E. Shauer und J. H. Seidelman auf das Beste repräsentiert werden.

Auch waren wir sehr erfreut, den Umschlag der ersten Ausgabe von "Neues von der Paramount" reproduzieren zu können. Froh aus verschiedenen Gründen; einer der Gründe ist die ausgezeichnete Art und Weise in der Paramounts Schutzmarke zur Schau gebracht wird. Dies erinnert uns daran, dass niemals eine Gelegenheit unbenutzt gelassen werden sollte, dieses Zeichen zu verwenden, denn es

bedeutet genau so viel in unserer Firma wie das Wappen in einer alten Adelsfamilie. Wir haben viele Jahre und ungeheure Summen für diese Schutzmarke verwandt und sie ist unser höchstes Gut. Dieses dürfen Sie auf keinen Fall, nicht einmal für den Bruchteil einer Sekunde, vergessen!

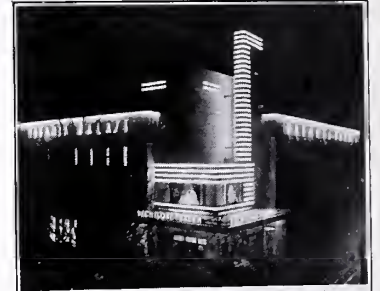
Vor einigen Tagen besuchte uns hier in der Zentrale einer der berühmtesten Filmstars der Welt. Dieser Star bat uns zu verschiedenen Malen Ihnen in dieser Spalte seinen aufrichtigen Dank für die grossartige Arbeit, welche Sie für seine neuesten Filme geleistet haben, zu übermitteln. Der Star ist Harold Lloyd. Er befindet sich soeben angesichts der Premiere seines neuesten Paramount Films "Speedy" in New York, welcher mit bemerkenswertem Erfolg im Rivoli Theater läuft. Harold pries besonders die Art und Weise, in welcher "Um Himmels Willen" in Berlin, Wien und ganz Deutschland und Oesterreich gezeigt wurde. Er hat Ihre Pläne für die Campagne aufs aufmerksamste verfolgt, da er einen ganz besonderen Wert auf die ausländischen Aufnahmen seiner Filme legt, seitdem die Theaterzeitschrift "Variety" ihn als den populärsten internationalen Filmstar hingestellt hat.

Der wunderbaren Reklamenausbeutung, welche bei vielen Paramount Filmen in Berlin angewandt wird, ist es zuzuschreiben, dass die meisten Theaterfronten der deutschen Hauptstadt in der ganzen Welt berühmt geworden sind. Wir wetten, dass der Ufa Palast am Zoo, der Ufa Pavillion und verschiedene andere Häuser sofort in allen Ländern, in welchen Filme gezeigt werden, erkannt würden.

Bei dieser Gelegenheit möchten wir auch darauf hinweisen, dass einige der auffallendsten deutschen Reklameplakate für die dritte Konferenz gewählt worden sind.

Ferner sprachen wir in unserer letzten Ausgabe der Paramount "Rund um die Welt" davon, dass Emil Jannings zweiter Paramount Film "Der Letzte Befehl" ein internationaler Erfolg sein wird. In demselben Heft (in englisch gedruckt) war die Bestätigung eines jeden Paramount Abteilungsleiters von jedem Lande zu sehen, welche in der Absicht, dass "Der Letzte Befehl" eines der grössten, je von der Paramount produzierten Bilder ist, sprachen. Dieses sollte besonders für das Land, aus welchem

STRIKING GERMAN THEATRE'S SUCCESS WITH "STARK LOVE"



These are exterior and interior views of the new Titania-Palast Theatre which opened recently in Steglitz, Germany, with the Paramount picture, "Stark Love" as its premiere attraction.

The Titania-Palast is a thoroughly modern theatre, seating 2,000 and in appearance is one of the most unique and attractive in the world. Within the lobby of the house there was constructed a waterfall, in every respect a miniature of the one in the picture, "Stark Love," and this proved to be a source of great attraction.

The picture was rapturously acclaimed by the critics of the Berlin papers, and played at every screening to capacity audiences. The opening took place on March 6th last.

GERMAN THEATRE'S COLORFUL DISPLAY

Another excellent exterior presentation for a Paramount picture is the one reproduced above showing the display that the Mozartsaal, Berlin, made for Paramount's "You Never Know Women."



Emil Jannings zu so erhabenem und glorreichen Ruhm emporgestiegen ist, von spezieller Freude sein!

Und nun müssen wir Sie auf kurze Zeit verlassen. Wir möchten aber nicht versäumen, Ihnen unseren aufrichtigen Dank für das uns entgegengebrachte Interesse auszusprechen und Ihnen nochmals ans Herz legen, dass es für uns ein Vergnügen ist, alle Neuigkeiten, welche Sie uns für diese Schrift senden werden, zum Abdruck zu bringen. Zum Schluss möchten wir noch einmal darauf hinweisen, dass Sie in dieser Ausgabe noch viele Artikel finden werden, von denen wir annehmen, dass dieselben von ganz besonderem Interesse für Sie sind.

LA CONVENCION SUDAMERICANA DE RIO

Cabe afirmar que los resultados que se desprenderán de la Convención que reunió a los Gerentes de las Divisiones Sudamericanas en Río de Janeiro, tendrán su aplicación práctica en la temporada que se inicia y que han de dar, a no dudarlo, frutos opimos.

Dentro de las idiosincrasias que caracterizan a cada país se ha tratado de buscar una fórmula que aúne los esfuerzos, de modo que lo que cada uno realice, redunde en beneficio de todos. Y es así, en ese intercambio y en esa reciprocidad de ideas y de opiniones como lograremos crear vínculos en esta parte del continente americano que estrechen las relaciones entre las diversas repúblicas, creando una vasta familia que trabaje en común por el afianzamiento y el mayor prestigio de un ideal, común también: nuestra marca Paramount.

Sin entrar a detallar las resoluciones tomadas en la Convención, de Río, puede afirmarse que la nota culminante de la magna asamblea, la más importante por su trascendencia, es ésta que dejamos anotada: los vínculos que en ella se han formado, tendientes a una mejor comprensión de métodos y sistemas empleados por cada uno y la reciprocidad en todo aquello que pueda contribuir a dar mayor eficiencia al esfuerzo por el ideal común.

PARAMOUNT IN PORTUGAL



Neat and attractive exterior of the Paramount exchange in Lisbon, Portugal. The staff of this exchange was in last month's issue of this magazine.

"THE FLEET'S IN" NEW PICTURE FOR CLARA BOW

Clara Bow, at present making "Ladies of the Mob," has already been assigned a second vehicle. "The Fleet's In" has been selected as a title for the picture, to be made from an original screen story. Malcolm St. Clair will direct.

TRUE INTERNATIONAL ATMOSPHERE IN "THREE SINNERS"

Histrionic representatives from many great nations are represented in the cast of Pola Negri's newest Paramount picture, "Three Sinners." The star herself is Polish. Paul Lukas is Hungarian, Warner Baxter American, Olga Baclanova and Floren are from Russia, Tullio Carminati from Italy and Vaverka is from Czecho-Slovakia.

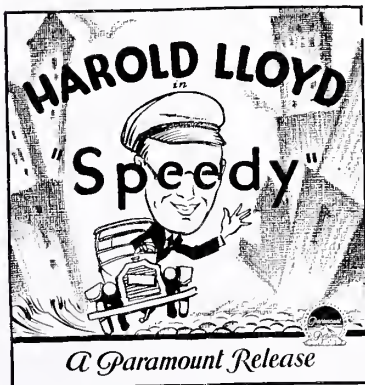
HIGHLIGHTS OF THE NEW YORK PRESS REVIEWS ON HAROLD LLOYD'S "SPEEDY"

Two G.M.'S and a Star



Picture of three genuine notables snapped just after the Twentieth Century Limited drew into Grand Central Station, New York City. On the left is our own General Manager, Sidney R. Kent; in the centre is the world's greatest screen star, Harold Lloyd; and on the right is the General Manager of the Harold Lloyd Corporation, William R. Fraser. Harold came to New York from Hollywood to attend the premiere of his newest Paramount release, "Speedy," and to meet, among others, the members of the Home Office Foreign Department. Meanwhile his picture at the Rivoli is a wonderful success, as the reviews attest.

SNAPPY AND EFFECTIVE



Though our admiration for the domestic advertising department is boundless, we are still sufficiently unswayed to realize that every good idea available does not go into their press books. Here, for instance, is a very tricky and effective advertisement drawn by Edward Schellhorn, of the Foreign Publicity Department. He has used the E's of the title and the Eyes of the star with telling effect. Note: This design is uncopyrighted.

The newest laugh-o-film of Harold Lloyd, made as a Paramount release, gained a handsome handling from the film critics of New York's famed newspapers. From this source alone, "Speedy" may be termed a positive winner, and to substantiate our claims we give the following excerpts:

"The New York Times": "Mr. Lloyd has parceled out his comic stuff in a clever fashion. There is continuity to the whole story, the time that elapses is brief and each episode wins hearty rounds of laughter." "The Daily Mirror": "Speedy at the Rivoli is good. If you like Harold's pictures this one will delight you. Mr. Lloyd has eight new comedy gags in every inch of film." "The World": "The almost invariable mastery of that great jester Harold Lloyd brings to New York added joy in the form of a comedy called 'Speedy'. This 'Speedy' is readily the funniest show in town, and must be among the best of all which Mr. Lloyd ever has made. I am pleased simply to report to you that in the Rivoli you will find, if not relaxation, then amusement enough to keep you out of the dumps for months. And so I recommend it without qualification." "New York Evening Journal": "Speedy' is eight reels of laughs. Lloyd, the most workmanlike of all the screen comies, doesn't neglect a single opportunity for carefully planted and developed gags. The picture, consequently, has a succession of amusing situations, and there's plenty of action. 'Speedy' is not only the title but also a good description of the picture." "New York Evening Post": "A capacity audience of New Yorkers saw Harold Lloyd's 'Speedy' open at the Rivoli on Friday evening and became promptly and reasonably delirious. We suspect that Mr. Lloyd never made a picture much funnier than 'Speedy'." "The Evening Graphic": "Harold Lloyd's newest screen effort, 'Speedy', met with a hilarious reception at the Rivoli last night. The audience enjoyed the comedy

thoroughly, if their outbursts of laughter are any criterion. 'Speedy' contains some of the best comedy Harold Lloyd has contributed to the screen, moments of exciting action, and several sequences that are outstanding in comedy direction."

FACTORS TO AID YOU WITH "SPEEDY"

When Harold Lloyd's "Speedy" comes to you for release in your territory, you will have a grand barrage of material with which to make it the success it so honestly deserves to be.

There are the reviews on this page as an indication of genuine public reaction to the picture's merits. There is a marvelous array of Ad Sales material, plus the greatest and most practical press book ever compiled. There is the one hundred percent popular appeal of the picture itself.

And last, but far from least, there is Mr. Shauer's own personally expressed belief to Harold Lloyd himself that in "Speedy" the bespectacled star has made his greatest internationally appealing picture to date.



NATIONAL RELEASE OF "SPEEDY" A COLOSSAL SUCCESS

Harold Lloyd's newest Paramount release, "Speedy," was nationally released in the United States and Canada on April 7th and was a marvelous success. In every instance astounding grosses resulted and it is certain that the picture has set new box-office "highs" for many foremost theatres.

"THE LAST COMMAND" WAS IN FIRST DEMAND AT PARAMOUNT'S PLAZA, LONDON

The box-office return sheets on "The Last Command" certainly made a hit when they reached the Crossroads of the World and it was discovered that the Emil Jannings Paramount triumph had done marvelous business. So good, in fact, that it looked to us like the finest week for Paramount in the entire history of the theatre.

That is just a taste of what can be expected from this Jannings picture throughout the world. "The Last Command" is a marvelous piece of work; Jannings has a colossal fan following in every country; and every Paramounteer that we've heard tell of, in every country, is one hundred percent sold on the picture. Our issue of last month showed that decisively.

You couldn't want anything better than that!



"The Patriot" i

Once more we bow in admiration at the

Once more—and with far greater emphasis pay tribute to a creation fashioned by the hands transcends the power of our poor, cold words into that would have them match the great film they s

Our tribute is to "The Patriot." Our hea for the wizardry of Ernst Lubitsch's direction Jannings' dynamic drama, and the inspired work Neil Hamilton, Harry Cording and Vera Voro

"The Patriot" started as a marvelous play, tions of the stage. With these limitations re stirring work of Jannings as the star and I Patriot" has been transferred to celluloid in of the film to echo and re-echo around the wo

Undoubtedly the most sublime character delineation of his career is achieved by Emil Jannings with his role of Czar Paul the First in the mighty Paramount picturization of "The Patriot." In this grand Ernst Lubitsch production Jannings runs the gamut of every emotion from passionate madness to the stark reality of mental madness. Truly the greatest scale of emotions in all the history of filmdom. And only possible by Jannings.



THE "THREE MUSKETEERS" OF EUROPEAN FILMDOM

Emil Jannings, Conrad Veidt (left) and Ernst Lubitsch (right) foregather on "The Patriot" set in the Paramount studio in Hollywood for one of their innumerable happy reminiscences of film mak-

ing years ago in Berlin and all points north, south, east and west. All three are among the immortals of European filmdom, and all have made good in American motion pictures, after effecting that difficult transition from one world of film interpretation to another.

find themselves confronted with a dramatic epi for new words to describe its wonder and its spe know that all of their previous ace-high estimat nings as an artiste have been preludes to the prais work in "The Patriot."

The preface to all of this praise comes from Mr. Lasky. In a letter to Mr. Shauer, and to the has affirmed that "The Patriot" is a road show attr in a short space of time it will commence thrilli States as a road show attraction; and from thence world will carry on apace.

So get these points of view about "The Pa "The Way of All Flesh" was wonderful. For you we have but to turn back to last month's issue of P And yet these wonder pictures have but served to a

Need we say any more than that? We haro

Greatness Personified!

...ghtiness of genius.

...an ever before in history—we
 ...genius into a greatness which
 ...which we cannot puff the spark
 ...k so ardently to describe.

...-deep admiration is expressed
 ...the pulsing vitality of Emil
 ...Lewis Stone, Florence Vidor,
 ...na.

...ven with the renowned limita-
 ...ved, however, plus the soul-
 ...bitsch as the director, "The
 ...manner that will cause praise
 ...d. Critics of all nations will

→
 ...that will leave them gasping
 ...film fans of all nations will
 ...n of the powers of Emil Jan-
 ...they will have to pay him for his

...our own production chief —
 ...ner executives of Paramount, he
 ...tion for the entire world. With-
 ...the picturegoers of the United
 ...nward its conquest of the entire

...ot" right away. You thought
 ...praise of "The Last Command"
 ...Paramount Around the World.
 ...ave the way for "The Patriot."

...think it necessary!

PARAMOUNT FAMOUS LASKY CORPORATION



JESSE L. LASKY
 FIRST VICE PRESIDENT

March 27th, 1928

My dear Ben:

Although I told you last night what I thought of "The Patriot", after taking a night to think over this picture, I feel impelled to write you these few lines.

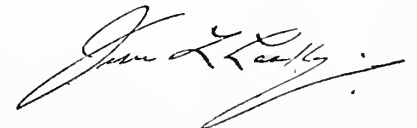
I am convinced "The Patriot" will be an outstanding successful roadshow comparable to any of the big pictures of this classification that have gone before it. It is unquestionably Lubitsch's greatest production! It is without doubt Jannings' greatest characterization! Florence Vidor and Lewis Stone give marvelous performances, both of these artists reaching the pinnacle of artistry in their successful careers. Neil Hamilton, as the Crown Prince, distinguishes himself in a very human, touching character. Harry Cording, who plays the soldier, stands out; in fact, every bit is perfectly played. The physical production -- sets, costumes, etc., are a joy to behold. The faithfulness to the period and the attention to detail make of this production nothing less than a fine, authentic, historical document. It is a wonderful story with intense drama, great suspense, many fine dramatic situations, humor, and, in fact, all the elements of a most successful drama. Thus, with the inspired direction of Lubitsch and the unsurpassable performance of our great Jannings, this picture is an achievement of which we can all be proud, and unquestionably one that will make its indelible mark in motion picture history.

Now to the real object of this letter. When Lubitsch placed his arm around your shoulder and with a voice touched by emotion, thanked you for your sympathetic support and fine understanding of his problems, and when he expressed the thought that this picture could not have been possible without the support of our great studio organization, and when he paid his fine tribute to you and the various departments that made this picture possible, I was deeply touched indeed.

So our Company has another great roadshow, and "The Patriot" will take its place with "The Covered Wagon", "The Ten Commandments", "Wings", and "Abie's Irish Rose", and bring further glory to the fair name of Paramount, not only in America but throughout Europe, as it is particularly adaptable to the foreign markets.

To you, to Mr. Jannings, to Mr. Lubitsch, to Mr. Pomeroy's department, and to the other departments whose hard work and fine co-operation made this triumph possible, I extend my heartfelt thanks and as I leave for New York tonight, you may be sure I will spread the good news to Mr. Zukor, Mr. Kent, Mr. Katz and Mr. Shauer and our other Paramount executives.

Yours sincerely,



Mr. B. P. Schulberg,
 Studio.



Paramounteers



of Argentina and Uruguay

The first photo at the top is that of the Buenos Aires office, and in it are the following Paramounteers:

Front row: Ela Grieben, Accounting Dept.; Aida Grillo, Telephone girl; Matilde Cordero, Taller; Amanda Gándera, Acct. Dept. **Seated:**

Norman E. Kohn, Sigfrido Bauer, Office Manager; Fred. W. Lange, Managing Director; Guillermo Fox, Publicity Manager; Luis Stagnaro, Accountant; **Standing First Row:** F. Lamas Barreiro, Jefe Accesorios; Ricardo Lehman, Jr., Office boy;

Mrs. J. Ennis Hawkes, Secretary; Margarita Cavanagh, Stenographer; Ricardo Lehman, Sr., Jefe Taller; Carmen F. de Reybaud, Taller; Armando Viglione, Booking Dept.; Mercedes Pereda, Taller; José Díaz Sola, Accessory Dept.; Modesta Fernandez, Taller; Guillermo C. Tallon, Cashier; G. F. Schoedsack, Paramount News; Pilar Ventura, Taller; Ninfa Rossi, Delia Zucheli, Micaela Pereda, Pilar Garcia, Taller; Eduardo Braña, Booking Dept.; Ana Goicochea, Rodolfo Ramos, Taller. **Back Row:** Angel Vaghegini, Booking Dept.; José Mailló, Taller; Andrés Fanetti, Ricardo Franzí, Accounting Dept.; Juan Cosa, Publicity Dept.; Victorio Boetto, Acct. Dept.; Marcelo Benito, Office boy; Ismael Nordenstrom, Acct. Dept.; Joaquin Costa, Taller.

In the top right hand corner are the members of the Cordoba staff, as follows: Abel Tejeda, Ricardo Lencina, Carlos Ricardo Flaherty (br. mgr.), Américo Rosenberger.

In the lower left corner are the members of the Rosario staff. Seated are: Raul Garcia, Matilde Perone, Berta Peralta, Juila Chacón, Blas Amato. Standing are: Gregorio Collazo, Raul Viglione (branch manager), Atilio Salvioli, Juan Martin, Silvano Lanari. (Note: In the list sent us, one name was missing from this row. We shall rectify the omission upon receipt of the name).

In the lower right hand photo are the members of the Bahía Blanca staff, as follows: Sta. Luisa D'Ambrogio, Jorge E. Bardini, Enrique

DOS PALABRAS PARA LOS MONTEVIDEANOS

En esta página aparecen las oficinas de la División Argentina, que participó en obtener la mesa de Mr. Lasky en el concurso celebrado el año pasado. Cuando se solicitaron las fotografías del personal de las diferentes oficinas, todas, con excepción de la de los paramountistas montevidianos llegaron a tiempo. Esto nos hace suponer que la fotografía de éstos se perdió en el camino. Deseosos de que los paramountistas de Montevideo aparecieran en esta página, revisamos nuestros archivos y en ellos encontramos las fotografías que aquí aparecen. Esperamos, sin embargo, que en el próximo número podremos presentar una fotografía mejor de nuestros amigos de Montevideo.

J. Croce (branch manager), José Lapponi, Leonardo Goldberg.

The circle has been used to rectify an omission. Due undoubtedly to an error somewhere in the postal services, the photograph of the Montevideo staff did not come to hand. We were therefore compelled to resort to our files in order that Montevideo should have representation. When the overdue photograph does come to hand, it will be used in the first available issue.

FIRST WORD OF THE "WINGS" TRIUMPH IN JAPAN

Though we have since had word of later triumphs of "Wings" in Japan, the first word of this success wave came in the following cable sent to Mr. Shauer by R. E. "Bob" MacIntyre shortly after Tom D. Cochrane sailed to attend the Convention: "Wings" opened yesterday, March 30th in six principal cities, breaking without exception all house records. Tremendous enthusiasm throughout Japan, with 'Wings' recognized as greatest film ever produced. Contracts now written exceeding "TenCommandments' gross."



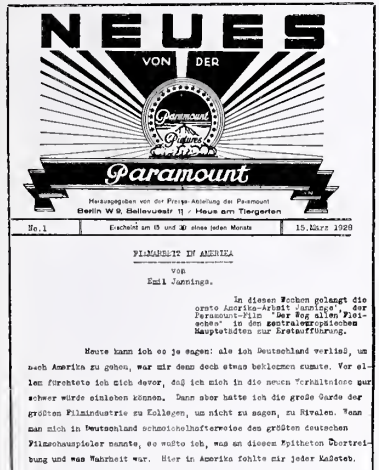
Tom D. Cochrane



R. H. MacIntyre

Since then we have been privileged to again renew happy acquaintance with Tom Cochrane, and he has told of the great advance plans which preceded the premiere, and of how all the nation was waiting expectantly for the picture at the time of his departure. Naturally he was overjoyed to hear of its great nation-wide success.

PARAMOUNT HOUSE ORGANS AROUND THE WORLD



THE GERMAN "NEUES"

Now in a new garb and with a new name is this publication issued by the German office of Paramount. It is understood that its present mimeographed form, with a printed heading, is but temporary, and that shortly it will be issued in a regular printed form, with photographic illustrations. In the meantime we express admiration at the forcefulness of the heading and the prominence given the trade mark.

Impossible as it is to be continually reproducing the covers of our many house organs, published in so many languages (but all of the same excellent standard), we are nevertheless always gratified at being able to make some reference of them. They are all publications which are associates of "Paramount Around the World," and it is for this reason that we carry their names on our editorial page.

A newcomer this issue is "Revista Paramount," a very splendid magazine issued by the publicity department of the Division of Spain and Portugal. The first issue appeared on March 15th and bore the editorial names of Antonio Blanco, chief of publicity, and M. L. Morales, literary editor. "Revista Paramount" is designed for the conveying of important items of information to the exhibitors of Spain and Portugal. It is printed in three colors, very tastefully laid out, and is altogether a strikingly fine and characteristic piece of Paramount work. Our congratulations most decidedly go to all concerned.

It is interesting to note that the Blue Ribbon Division of Australia, New Zealand, Java and Straits Settlements, has re-issued "Paramount Punch," which introduced the house organ idea to that part of the Paramount world.



DANISH PRESS SHEET

To the best of our belief, this is the first press sheet issued by the Paramount organization of Denmark. It took a picture of the magnitude of "Chang" to inaugurate this service to exhibitors; and to judge from the excellent nature of this press sheet, the service is bound to remain.

I PARAMOUNTESI D'ITALIA DOVEBBERO ESSER LIETI DI SENTIRE QUESTE NOTIZIE

Ora che la grande campagna per le Scrivanie appartiene alla storia e che la Scrivania del Sig. Adolfo Zukor è già stata installata a Roma, possiamo bene immaginarci che i pensieri di tutti i Paramountesi italiani siano diretti verso un duplicato di quel successo quest'anno. C'è proprio ora in vigore un concorso e, fra i competitori vi sono degli italiani Paramountesi e perciò (essi penseranno) perchè non dovrebbero essi vincere come chiunque altro?

La nostra opinione ch'essi hanno una meravigliosa opportunità; la sola cosa che va contro di loro è rappresentata dai numerosi proponenti delle altre Divisioni di farsi avanti. La concorrenza quest'anno sarà potentissima, principalmente perchè abbiamo dato al nostro sforzo quest'anno il nome di Concorso del "Più grandioso anno" 1928.

D'altra parte, denominando quest'anno come il nostro "Più grandioso anno" tentiamo calcolo della più sensazionale sfilata di cinematografie veramente grandi che ci sia stata mai offerta. Di due di queste molto vi è noto—e cioè "CHANG" e "WINGS" ("ALI"). Vi sono poi le due meravigliose cinematografie di Emil Jannings "The Last Command" ("L'ultimo comando") e "The Patriot" ("Il patriota"), alla seconda delle quali dedichiamo due pagine intere in questo numero. Ciò è stato fatto principalmente perchè essa rappresenta una delle due più grandiose cinematografie che abbiamo mai avuto il privilegio di vedere ed anche a causa del meraviglioso tributo contenuto nella lettera scritta al Sig. Shauer dal Sig. Lasky. Fra le altre grandi films che riceverete trovansi "Abie's Irish Rose" ("La rosa irlandese di Abele"), "The Legion of the Condemned" ("La legione dei condannati") "Speedy" ("Rapido") e molte altre, troppo numerose a menzionare. Così vedrete che non soltanto noi abbiamo designato l'anno come il nostro "Più grandioso anno" ma che il Dipartimento di Produzione ha cooperato fino al punto magnifico da renderlo effettivamente il nostro Anno Più Grandioso!

Una delle cinematografie menzionate nel paragrafo precedente è "Chang" e quando la grande storia di "Chang" sarà stata definitivamente scritta, uno dei capitoli principali verrà dedicato al meraviglioso lavoro che è stato fatto per la cinematografia in Italia. Abbiamo già dedicato considerevole spazio ad alcune interessanti realizzazioni in merito nel numero del mese scorso di "Paramount Around the World" ("Paramount intorno al mondo") e continueremo a dedicarvi spazio fintantochè ci vengano rese note le prove di quel che si è raggiunto col massimo sfruttamento dei mezzi a disposizione.

Abbiamo proprio ora con noi, fra gli intervenuti alla Convenzione, uno dei vostri massimi Paramountesi d'Italia e facciamo tutto quanto è in noi per renderlo felice e soddisfatto. Ci riferiamo ad Americo Aboaf, energico e ispiratore primo luogotenente al Direttore Amministrativo David Souhami. Egli si sta dimostrando un degno rap-

presentante della vostra grande Divisione e sta apprendendo delle notizie veramente meravigliose a questa massima di tutte le Convenzioni, la prima delle quali viene ora tenuta a Washington.

Vi saranno più tardi altre Convenzioni a Detroit e a San Francisco, e questi delegati che le attendono si recheranno dopo a visitare gli studi cinematografici a Hollywood prima di ritornare a New York. A tutte e tre le Convenzioni il Dipartimento Estero della Paramount verrà brillantemente e meravigliosamente rappresentato dal Sig. E. E. Shauer e dal Sig. Seidelman.

Sul principio del mese scorso, il Sig. Melville A. Shauer, speciale rappresentante del Dipartimento Estero, ritornò a New York per una visita e per attendere la serie delle Convenzioni. Parlando delle sue esperienze in Europa, egli si esprime molto entusiasticamente sulle sue liete esperienze in Italia e sulla genuina camaraderie dei Paramountesi italiani. Egli desidera cogliere questa occasione per nuovamente ringraziare tutti coloro che contribuirono a rendere il suo soggiorno un vero e proprio godimento.

Un altro visitatore che ha allietato

to il dipartimento estero nel mese scorso è stato Harold Lloyd, che trovasi in New York per la prima rappresentazione della sua film più recente "Speedy." Questa produzione Paramount viene ora rappresentata al Teatro Rivoli e sta facendo eccellenti affari. Il Sig. Lloyd venne a trovarci particolarmente allo scopo di ringraziare il dipartimento estero per la splendida maniera con cui distribuisci le sue cinematografie all'estero e, nel corso delle sue osservazioni, egli rivolse lodi particolari al lavoro dei Paramountesi italiani e richieste che i suoi ringraziamenti vi vengano trasmessi a mezzo di queste colonne. Voi dovrete sapere che uno dei più preziosi possedimenti di questo artista è lo scartafaccio della stampa, che gli venne offerto il Natale scorso, e, naturalmente, in quel libro, una buona percentuale dello spazio è dedicata all'attività dei Paramountesi italiani.

Noi siamo sempre pieni di ammirazione pel lavoro compiuto dai Paramountesi italiani ed una delle ragioni della nostra ammirazione va attribuita al fatto che tutti gli usi possibili vengono fatti della Marca di Fabbrica Paramount. Questo emblema della nostra Società è, fra le cose che possediamo, una delle più preziose, non soltanto a causa del denaro ch'essa costa, ma per la stessa ragione per la quale una grande famiglia è orgogliosa del suo stemma e della sua insegna. Inoltre, quando si viene all'essenziale, la nostra Marca di Fabbrica è cosa d'interesse così assolutamente vitale che ha molto, ma molto a che vedere col versamento a noi del nostro salario; e quest'ultima è naturalmente un'altra ragione per la quale dovremmo assicurarci ch'essa viene effettivamente usata in qualsiasi possibile ed opportuna occasione.

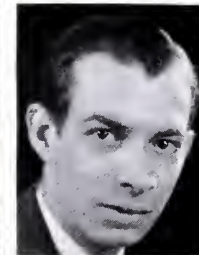
Un altro punto sul quale desideriamo di richiamare la vostra attenzione mentre ci troviamo sull'argomento è quello delle "Paramount Short Features" (Films corte Paramount su soggetti caratteristici). Queste films sono Cinematografie Paramount proprio tanto quanto lo sono le Grandi Cinematografie Caratteristiche, e se dobbiamo agire sempre equamente verso la nostra Società, dobbiamo incaricarci assiduamente della vendita delle "Paramount Short Features" proprio allo stesso modo con cui ci assumiamo la vendita delle Cinematografie Grandi e Più Lunghe.

Ed ora ci congediamo per poco. Vi sono molte cose interessanti per voi in altre pagine di questo numero. Cercatele ed impadronitevene. E ricordatevi che ci attendiamo da voi che dupliciate il vostro meraviglioso successo dello scorso anno. E possibile per voi di farlo; ma, al tempo stesso, vorremmo che non dimenticaste che ciascun'altra Divisione sta facendo tutti gli sforzi possibili per superarvi. Voi non permetterete a nessun'altra di far ciò se siete determinati a vincere. In altre parole, non dipende da voi di arrivare in prima fila nel Concorso del 1928, "L'anno più grandioso"!



Home Office Representatives of **Paramounteers** Around the World.

*Their Aim
is to Serve
YOU*



ALGUNAS NOTICIAS DE INTERES PARA EL PARAMOUNTISTA

Como verá el que leyere, el año 1928 comienza bajo los mejores auspicios. Todo paramountista debe esforzarse en que este año sea el año más grande de la Paramount. El Concurso que lleva el nombre de "Concurso del Año Más Grande Paramount" será un éxito dadas las noticias que hemos recibido de distintos lugares donde existen oficinas Paramount. El espléndido trabajo realizado el año pasado es la mejor garantía de éxito para el año actual y debe estimularnos para que éste sea un año sin precedente en la historia de nuestra organización.

Tenemos películas para conseguir nuestro objeto y esto es lo más importante. Tenemos, por ejemplo, "El patriota," película dirigida por Ernest Lubitsch e interpretada por el formidable Emil Jannings, la cual, en carta dirigida por Mr. Laszky a Mr. Shauer, le dice que "El patriota" es un film de sabor netamente internacional para un público internacional. En este mismo número aparece una carta de Mr. Laszky encareciendo los méritos de esta espléndida producción.

Otra película con que hay que contar es "Alas," un film de aviación que está recorriendo triunfalmente el mundo. En Londres, Kobe, Tokio, Sidney y en cuantas partes se ha exhibido esta joya de la Paramount, los llenos han sido formidables y las entradas de taquilla sin precedente. Lógico es que sea así, pues "Alas" es la película más grande de aviación que se ha producido, para el logro de la cual se emplearon todos los recursos, inmensos, por cierto, de la Paramount. Todo paramountista debe prestar a "Alas" todo el entusiasmo y energía y trabajar con toda el alma para que "Alas" triunfe en toda la línea.

Con los escritorios ya a su destino los ojos de todo paramountista estarán fijos en los premios que se ofrecerán en el Concurso del Año Más Grande Paramount, los cuales se anuncian en otra página de este número. Obvio es indicar que el interés de todo paramountista está en ganar los dos primeros premios.

Cuando el presente número de "Paramount alrededor del mundo" (¿no les parece el nombre perfectamente apropiado?) esté en prensa, se estará celebrando la Convención más grande de la historia de nuestra organización en Washington, de donde pasará a Detroit y de allí a San Francisco de California. Terminadas las sesiones de la Convención, los delegados harán una visita al estudio de Hollywood y después regresarán a Nueva York. Los paramountistas de todo el mundo estarán dignamente representados en esta Convención por delegados y por publicaciones procedentes de esos países, las cuales pondrán de manifiesto ante el pleno de la Convención sus respectivas actividades. En nuestro número del mes próximo publicaremos fotografías de esas exhibiciones, que de seguro habrán de llamar poderosamente la atención de todos cuantos participan en las sesiones de la Convención de 1928 de la Paramount.

Los señores E. E. Shauer y J. H. Seidelman asistirán a las tres Convenciones y de sus labios los delegados y directores de la Paramount escucharán las interesantes relaciones de los progresos realizados por el Departamento Extranjero durante el año que acaba de transcurrir y formularán planes para que los progresos que se harán este año rebasen a los del anterior.

Como asiduo lector de estas páginas, el paramountista de habla española habrá observado que hemos dedicado considerable espacio a reseñar las actividades de los paramountistas españoles e hispanoamericanos, y nuestro ferviente deseo es aumentar en lo futuro esta sección para lo cual necesitamos la colaboración de todos enviándonos

sentido número las de los paramountistas de la Argentina y el Uruguay. Por supuesto, os conocemos a todos por vuestros nombres y vuestros hechos, pero al ver vuestras fotografías parece que os sentimos más cerca de nosotros aunque la distancia que nos separa sea inmensa.

El departamento extranjero hace cuanto está a su alcance para aumentar vuestro interés en los asuntos de corto metraje—comedias y Paramount News. Todas estas películas, como sabéis, son tan Paramount como las grandes producciones. De consiguiente, el mismo interés que el paramountista pone en éstas debe poner en aquéllas y viceversa. Este material corto es parte de las inversiones de nuestra organización y para darles salida es preciso emplear la misma energía que se emplea en las producciones gran-

THE PARAMOUNTEERS ON THE OPPOSITE PAGE

In command of this Battalion of sincere co-operators is Mr. Shauer, aided by his trusty lieutenant, Mr. Seidelman.

In the first row from the top are: Palmer Hall Stilson, general traffic manager; O. R. Geyer, director of foreign publicity and advertising; R. M. "Dick" Blumenthal, assistant to Mr. Seidelman; George Weltner, manager of the foreign department of short features, and special sales representative; Matilda Kass, in charge of all foreign department requisitions.

In the next row are: J. Ventura Sureda, Spanish translator; William Fass, assistant to Mr. Stilson; Lillian Goldsmith, in charge of foreign title department; Luis Fernandez, in charge of Spanish and Portuguese title department; Charles L. Gartner, assistant manager of the foreign publicity and advertising department; Anne J. LeViness, private secretary to Mr. Shauer; Samuel Cohen, publicity representative for Germany and Central Europe.

In the third row: Jose Cunha, Portuguese Translator; Tess Sternberger, secretary to Mr. Blumenthal; Kay McKeon, secretary to Mr. Seidelman; Arthur Coelho, Portuguese translator; Owen McClave, in charge of despatch of foreign ad sales; Sophia Singerman, foreign requisitions department.

In the fourth row: Sylvia Freedman, secretary to Mr. Stilson; Gertrud Wiethake, German translator; Louise Eckhardt, foreign requisitions department; Linda Salzberger, secretary to O. R. Geyer; Mildred Chereskin secretary to George Weltner; Edward Schellhorn, foreign publicity department; Frank Schrieber, traffic department.

Fifth row: Belle Jones, traffic department; Gertrude Levy, foreign requisitions department; Helen Goering, secretary to William Fass; Saul Jacobs, traffic department; Selma Greenbart, foreign requisitions department; Nico Vandenstein (Dutch translator). (Editorial ethics naturally exclude the editor's photo.)

aquellas noticias de carácter informativo y aquellas fotografías que demuestren gráficamente que los paramountistas de habla española no se duermen en sus laureles.

De un momento a otro pensamos lanzar las bases de un concurso para decidir cuál es el país que mejor uso hace de nuestro inapreciable tesoro—la marca de fábrica Paramount—. Si este proyecto llega a cristalizar, tenemos la más completa seguridad de que la Argentina y España serán los dos competidores más formidables con que tendrán que contender los demás paramountistas. Hay que tener siempre en cuenta que la marca de fábrica ocupa un lugar importantísimo en la marcha de nuestra organización y debe considerársela como nuestro mejor tesoro.

Fué un gran placer para nosotros el poder publicar en nuestro número anterior las fotografías de los paramountistas de España y Portugal, y es motivo de igual satisfacción el poder publicar en el pre-

des. Recordad que el mismo Mr. Shauer, nuestro gerente, en su mensaje del mes pasado nos dijo que las películas de corto metraje jugarían un importantísimo papel en el Concurso del Año Más Grande Paramount.

"Speedy," la nueva película de Harold Lloyd, se ha estrenado esta semana, con inmenso éxito, en Nueva York. Este popular actor asistió al estreno y luego visitó nuestras oficinas para demostrar su agradecimiento a los paramountistas extranjeros por la espléndida cooperación prestada por ellos a sus

"HUNTINGTOWER" SCORES HEAVILY IN BRITISH PUBLICITY

A full page of scenes and descriptive matter in the March 3rd issue of "The Illustrated Sporting and Dramatic News" of London was one of the prime publicity "scoops" of Sir Harry Lauder's Paramount release, "Huntingtower," a British picture featuring the world renowned comedian. In telling of the picture, the magazine said editorially: "The compelling force of his (Lauder's) personality remains, in spite of the changed medium."

PRODUCTION JOTTINGS

Clive Brook and Mary Brian are to be featured in "The Perfumed Trap," being made by Paramount from a celebrated story by Richard Washburn Child. Victor Schertzinger, who directed "The Show-down," will direct "The Perfumed Trap."

Esther Ralston will be under the direction of Luther Reed in "The Sawdust Paradise," a picture based on the life and experiences of a girl evangelist.

William Powell gains a merited stardom in "The Canary Murder Case," now being made under the direction of Malcolm St. Clair.

Paramount is going to make for 1929 a modern version of Sir J. M. Barrie's "The Admirable Crichton," which Cecil B. De Mille produced in 1919 as "Male and Female." Richard Dix will play the part that Thomas Meighan had.

Clara Bow is making "Ladies of the Mob," with Richard Arlen as leading man. William Wellman, the man who made "Wings," is directing.

"Chang" Again!

With that as a heading there is reproduced in the London "Service" a telegram which not only tells its own story, but also tells the remarkable success story of Paramount's jungle melodrama throughout Great Britain and Ireland. The telegram was from the manager of the Futurist Theatre, Birmingham, and said: "'Chang' opened today to record business. 'Beau Geste' admissions exceeded by 1341. Birmingham patrons amazed and delighted with picture."

producciones, gracias a la cual su popularidad ha aumentado considerablemente en el mundo entero.

Hablando de las grandes películas que actualmente se exhiben no podemos menos que hacer referencia a "Alas," la cual hace diez meses que se exhibe, con éxito creciente, en el Teatro Criterion, y a "La Legión de los Condenados," que ha entrado en su cuarta semana de grandes llenos en el Teatro Rialto.

En otro lugar de este número hallará el lector paramountista otras informaciones y noticias de interés. Sirvan estas líneas para expresar a los paramountistas distribuidos por el mundo de habla española nuestro más ferviente deseo para que el Concurso del Año Más Grande Paramount les sea propicio.





THE LONG AND SHORT OF PARAMOUNT NEWS

Two of the most proficient news-gatherers of the Paramount News organization are Cameramen Turnbull (left), of Mexico, and Shoedsack of Argentina. Both are responsible for many excellent items already used in the News. Apart from being a wonderful cameraman, Shoedsack is a brother of Ernest Shoedsack, who with Merian Cooper filmed "Chang" in Siam.

GREATER COVERAGE. In the United States the activities of Paramount News are now even more complete by the establishment of 18 new regional editions of "The Eyes of the World." Thus it seems that not a single incident of consequence, happening within the U. S. A., will escape the attention of Paramount News.

Paramount News — The Eyes Around the World

THE NEWS REEL TO BE GLORIFIED BY BEBE DANIELS

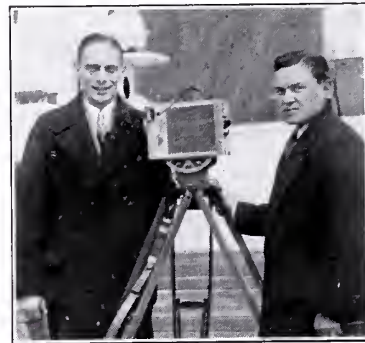
Still a further argument in favor of the importance of the News Reel (and particularly the Paramount News Reel) is found in the fact that Bebe Daniels will next be starred in a picture entitled "Hot News." In some countries this title might have to be changed to "The Gazette Girl," which, if anything, might be something of an improvement.

PARAMOUNT NEWS, every time it is issued, is a Paramount Picture just as much as is the mightiest feature emanating from our studios. For this reason alone it commands, and should receive, your sincerest attention.

We don't have to sell you on its excellence: nor on the Trade Mark it so splendidly typifies; nor upon its slogan of 'The Eyes of the World.' As a matter of fact we don't have to sell you upon anything connected with it—and we are not trying to. We are merely using this space for a request that you review the performance of the Paramount News in its 9 months to date and see just how splendidly your faith in it has been justified, and your energies in its behalf rewarded.

The Paramount News Organization is spreading farther and wider every day. Its capacity for coping with an emergency receives a magnificent boost every once in a while—as in the instance of the landing of the German monoplane 'Bremen' in Canada on April 13th—and altogether we feel mighty pleased to place on record our belief that Emanuel Cohen and his Paramount News department have delivered all that they promised to when they made their epochal announcement at the Paramount Convention in New York, on May 2nd of last year.

PARAMOUNT NEWS ON THE JOB, OF COURSE



When Melville A. Shauer came back from France last month on the "Ile De France," the boarding ladder was no sooner thrown overboard when the ship entered harbor than a Paramount News cameraman clambered up with his De Brie camera. Here is the cameraman, Harry Tugander, with Mel Shauer on the deck of the "Ile de France."

UNSUNG HEROES OF PARAMOUNT NEWS

(Reprinted from *The Hundred Percenter*)
The chances taken by Frederick Conquet, Paris cameraman, in order to make the amazing scenes of the cleaning of the Eiffel Tower that appeared in a recent issue of *Paramount News*, are described by Santino Sozio of the New York office. "Every few years," Mr. Sozio ex-



THE RETINA OF "THE EYES OF THE WORLD"

Here's a close-up of an Akeley camera, one of those magical mechanisms which give you those marvelous horse-race scenes and other pieces of action where a continual 'follow' is needed. Naturally every cameraman on the staff of Paramount News is equipped with one, which is one of the pertinent reasons why Paramount News happens to be the world's best news reel. This fact you already know; but you might as well also know as many reasons as you can for this state of affairs.

plained, "the French War Department gives the Eiffel Tower radio a thorough overhauling. It always means a picture—if you can get anyone to make it for you. The cables for the radio run from near the top of the Tower, which is the tallest structure in the world, down eight hundred and seventy feet.

"I know what troubles Conquet had to cover this story, as I did the same job 5 years ago. The steeplejacks take chances enough, but it is even harder for the cameraman. He is burdened by a bulky moving picture camera and the necessity of cranking it. He does his work from locations where only a narrow band of steel intervenes between him and the streets, which are so far away that they look like shoe laces.

"The first two thirds of the way up is simple enough. It is on the upper third that the cameraman's troubles really start. This part of the ascension is made in a little box of an elevator. But as he must get his picture, it is up to him to ride on top of the elevator.

"Once at the top of the tower, the cameraman is generally given a couple of minutes to get over his dizziness. Then the steeplejacks get to work, crawling out along the spiderweb scaffolding, testing the cables, and chipping off bits of rust that float away eight hundred feet or more. Even the slightest breeze sways the tower, and in ordinary weather the top is probably swinging back and forth enough to make the ordinary person seasick. But out Conquet went, following with his camera the trail of the steeplejacks, climbing above them to show them swinging in the air midway between sky and earth, and then climbing out beyond even where they go, in order to show them plastered against the skeleton of the Tower.

"It was not pleasant assignment. In the last twenty years there have been several casualties in making pictures from the Tower. That was a wonderful picture that Conquet made. I fully appreciate the chances he ran to make it."

DEPARTURE OF THE PARAMOUNT-LE PETIT PARISIEN PLANE FROM PARIS

Prior to the departure of the "Paramount-Le Petit Parisien" plane from Paris for the Cape of Good Hope, the machine was blessed by His Eminence the Archbishop of Paris. The top scene shows his Eminence arriving and greeting the fliers. Immediately to the left of the Archbishop is M. Adolphe Osso, Administrateur Delege of Paramount's French organization. The second gentleman to the left of M. Osso is M. Fouque, secretary general of Paramount. Standing between the Archbishop and the fliers is M. Darbon, publicity manager of the French organization.

In the lowermost scene, showing the actual blessing, the cross on the ground indicates M. Hervouin, of Mr. Darbon's department, who was responsible for the action of the blessing of the plane.

At the time of going to press, this air expedition is meeting with great success, and Messieurs Mauler and Baud report having secured many wonderful film records.



La bénédiction du cardinal

Les aviateurs Mauler et Baud, et l'opérateur cinématographique Cohendy, qui vont tenter d'accomplir le raid Paris-Le Cap, en trente-deux escales, sont partis. Mais, quelques jours avant cette sensationnelle envolée, eut lieu, au Bourget, la bénédiction de l'avion le *Petit Parisien-Paramount*, par le cardinal Dubois. Avec sa bonne grâce habituelle, le cardinal accomplit les gestes rituels, et ce fut à la fois une cérémonie émouvante et bien moderne, qui mariait, pour la première fois, la religion, l'aviation et le cinéma.

OUR PAGE TO REMIND YOU THAT PARAMOUNT SHORT FEATURES ARE STILL PARAMOUNT PICTURES

CHRISTIE COMPLETES FIRST PARAMOUNT SERIES; S. R. KENT PRAISES PRODUCT

Christie Film Company has completed the filming of the entire first year's program of pictures for Paramount release, with the completion of comedies starring Billy Dooley, Jack Duffy, Bobby Vernon, Jimmie Adams, Neal Burns and Anne Cornwall for June and July releases. The comedies just completed include Bobby Vernon in "Hold 'Er Cowboy," Billy Dooley in "A Gallant Gob," Jack Duffy and Anne Cornwall in "Love's Young Scream," Jimmy Adams in "Goofy Ghosts," and Neal Burns in "Slick Slickers."

In the present series of Christie Comedies for Paramount, it is pointed out that Christie has developed a new star personality in Jack Duffy, whose contract has been renewed for more comedies, and has also brought forward outstanding talent in such players as Billy Engle, the character comedian; Buddy, the dog, and several new leading women. During the season, five new leading ladies have been developed, two of them, Ann Christy and Doris Dawson, have already been drafted into feature length pictures by other producers, Miss Christy by the Harold Lloyd company and Doris Dawson by First National. During the year, eight of the Christie girls have signed long-term contracts for fea-

ture pictures, indicating that many new talented girls are being regularly developed in the Christie two-reelers.

During the studio closing period, many of the Christie writers, directors, and players have gone for long trips, resting up for an intensely active season to begin in May. In the meantime, Al Christie remained in Hollywood preparing the studio for a new season of production.

Charles H. Christie, general manager, has returned from New York where he conferred with Paramount officials regarding the lineup of next season's Paramount Christie product. Both Paramount and Christie have vigorously denied any rumors that Paramount was contemplating a withdrawal from

the comedy team. The Christie product is set with Paramount for a period of years, the first of which is just being concluded.

It was stated by Sidney R. Kent, Paramount general manager, in referring to the season of comedy production, "Much has been accomplished by the Christies during the first year of making comedies for Paramount. They have, in the face of what many called a 'tough market for comedies,' actually raised the standard of laughs per reel, also presented more general production value and class in the comedies and more good people, not only in stars but in supporting comedians and girls. Comedies are gradually getting back on the screen in the big houses which have played few two-reel comedies during the last couple of years, and a gradual improvement of this situation is expected, so that before long we may look for the leading two-reel comedies to be occupying the place they rightfully deserve on the program of the best theatres everywhere throughout the world."

"CRUISING THE ARCTIC" IS THRILLING PARAMOUNT NOV-ELTY

We want you to know that "Cruising the Arctic" is one of the finest and most satisfying pieces of entertainment an audience could wish to sit through. It comprises the highlights of the trip to the Arctic recently undertaken by George Palmer Putnam, celebrated publisher. Thrills with walrus and polar bears are there a plenty, and another of the thrills is that of the ship caught in the grinding ice pack.

You can wager your last coin and last shirt on the success of this one, for it is a Paramount Short Feature of unsurpassed excellence. We are making an extra special effort with it, and we are positive that you and your division will materially benefit from the added impetus which you will give to the sales and distribution of "Cruising the Arctic."

ALWAYS THE TRADE MARK

So great a respect for the Paramount Trade Mark has the English Division, that even their special 'Foreign Newspaper Clippings' sheets which carry reviews and publicity stories to the Home Office in New York have the famous Symbol of Romance water-marked in them.

"THE WAY OF ALL FLESH" THRILLED CRITICAL BUDAPEST

As an example of the tremendous approval bestowed upon Emil Jannings' first Paramount picture in America, "The Way of All Flesh," by the press of Budapest, Hungary, we give you herewith a few excerpts from the review in the Magyar Filmkurir of April 1st:

Jannings' thrilling performance stands in the centre of the picture. After his tremendously big roles in his older German pictures, he is presented to us again in this unforgettable role. This performance can well be compared with his part in "The Last Laugh," only he is still more colorful in "The Way of All Flesh," more tremendous, still more staggering than in his part in "The Last Laugh,"..... The symbolic ending is very dramatic.



PUTTING THE KRAZY IN "KRAZY KAT." Herewith a personally conducted tour of the studio of the Mintz Brothers from whence come the Paramount-Krazy Kat Cartoons. In the several chapters of this tour, the numbered scenes may be identified as follows: (1) Chief Cartoonists Manny Gould and Ben Harrison evolve a sequence of action for Krazy Kat. (2) In conference with Charles B. Mintz (left) and Nat L. Mintz (right). (3) The chain of artists at

work on the precious sequences of celluloids which, when photographed consecutively, produce the screened action. (4) The combined staff of artists, all of whom are necessary in order to produce a single Krazy Kat Cartoon Comedy. (5) George Weitner, in charge of foreign distribution of Paramount Short Features, (second from left), with Charles B. Mintz (left), Manny Gould, Ben Harrison, and, of course, Miss Krazy Kat, who in real life is Miss Phyllis Emerson. At

the right, in (6) are two of the artists at work under the powerful arc lamps.

It would require a long and highly technical article for us to describe the host of processes that the average Krazy Kat Cartoon passes through. You can, however, see from scene (4) that a large and expert staff is required. And to that you can add the information that every Paramount Krazy Kat Cartoon is treated in precisely the same fashion of approach as a

Paramount feature. It has its scenario, director and technical experts; and if, as a finished product it does not measure up with the critical appraisal of all concerned in its production and distribution, then it is something that never comes to your attention.

From which information it is our earnest hope that you will have extracted sufficient for you to have gained a renewed interest in these fascinating Short Features. They are—let us add in conclusion—most positively deserving of this interest.

ONE OF THE LAST ECHOES OF THE FAMOUS DESK CONTEST

This letter, which is really self-explanatory, expresses the good wishes of Frederick W. Lange and the entire Argentinian Division to one of the Company's foremost executives for a prize that will forever be a source of inspiration to every Paramounteer in Division Ten. The letter is to Mr. Jesse L. Lasky.

My dear Mr. Lasky,

It is with great pleasure that I acknowledge receipt of your wonderful letter of January 21st, which I have translated for all of the boys and girls of Division 10, so that they will understand and appreciate your sentiments and the fact that we are not just simply cogs in a large machine.

When Mr. Shauer advised me by cable that I was the winner of second place and consequently your desk would adorn the Buenos Aires office, I was very proud indeed, as I feel that a great measure of the success of Paramount has been due to production plans which have been planned on this desk.

Let me assure you that your old friend will receive the greatest care, and the fact that it will remain in Buenos Aires will be a continued inspiration to all of the boys in this Division. For the future, it will always be our aim to set a high mark and be in the front rank among the Foreign Legionnaires. With kindest personal regards,

Sincerely,
(sgd.) Fred W. Lange

FISHING REPORT No. IM/1/2

One of the very first things that Harry Novak told us when he reached Home Office from Panama was that just before he sailed on the S. S. Empress of Australia, John B. Nathan, fisherman de-luxe, had copped for Paramount the Panamanian tarpon record with a shining slither of scaly shimmer weighing 58 lbs. Great work, John; but it's a wonder that these fish don't get wise to you.

WHERE PARAMOUNTEERS DO SPLENDID WORK IN LIMA, PERU



MACLEAN SIGNS WITH CHRISTIE AND WILL STAR IN FEATURES FOR PARAMOUNT

Douglas MacLean has been signed by Al Christie to star in two feature productions to be made at the Christie studios for Paramount, to be released during the coming season of 1928-29. The deal between Christie and MacLean was negotiated by George W. Weeks, general Paramount-Christie representative while in Los Angeles

conferring with the Christie brothers on their next year's program of features and short comedies to be distributed worldwide through Paramount.

MacLean's affiliation with the Christies will keep him on the Paramount program where the bulk of his many starring features in the past few years have been distributed, since the first of his picture career when he was in such productions as "Twenty-three and a half Hours Leave" and "Mary's Ankle."

FORMULA FOR GOOD FILMS TOLD BY LASKY

"A laugh and a tear" is still the best formula for making motion pictures. And—it always will be." That is the opinion of Jesse L. Lasky, Paramount vice president in charge of production.

"Decisions as to the public taste in amusements may come and go,

but try as they will the movie producers can never get a better slogan to guide their footsteps than that trite old show business maxim—"Give them a laugh and a tear."

"If, instead of heading a studio organization that produces about 80 feature pictures a year, I had to produce just one picture, 'a laugh and a tear' would be the slogan that would guide me.

"In other words, I'd make a comedy-drama. Of sex and sex

Here are nine glimpses of the Paramounters and Paramount office of Lima, Peru. In the top-center scene are the Paramounters, with Manager Ernest S. Hayes standing second from the left. Top left is the entrance to the offices, and top right is the manager's office. In the middle row are the ad sales and film revision departments. In the lower row are: general view of offices, booking department, entrance to the boveda (or film vault), and accounting department.

appeal, rampant and daring, there would be none. Of romance—genuine, clean romance of modern youth—yes. But it would be incidental to the story of my picture. "I would strive—and I say it in all seriousness—to produce a picture that would alternately wring from the audience 'a laugh and a tear'; one of the type of 'Seventh Heaven,' or 'Abie's Irish Rose.'"

A HAPPY SEASIDE PICNIC FOR THE BLUE RIBBON BUNCH



Early March of every year witnesses the picnic of the Blue Ribbon Bunch of Sydney, Australia. On March 6th last the Paramounters of the Home Office and Sydney Exchange gathered at Cronulla on the seashore for a wonderful day of fun and relaxation. Our picture shows the group, with Managing Director John W. Hicks, Jnr., in grey, in the centre

of the second row. A very attractively colored souvenir program was prepared for the day. In a note of welcome in this program Mr. Hicks said: "The annual picnic is a link binding us in closer harmony and relationship, breeding a spirit of greater co-operation typical to every real Paramounteer." And that was truly the spirit of this very happy day.

ST. CLAIR TO DIRECT "THE CANARY MURDER CASE"

Malcolm St. Clair has been selected by Paramount to direct "The Canary Murder Case," famous murder mystery novel by S. S. Van Dine, the name used on detective stories by Williard Huntington Wright.

William Powell will play Philo Vance, Van Dine's debonair detective and will be starred in the picture. This is a well merited reward for consistent good work in Paramount Pictures.

ROYALTY ENJOYS "BEAU SABREUR"

Said the London Weekly Despatch recently: "The Duke and Duchess of York thoroughly enjoyed 'Beau Sabreur' at the Plaza the other night."

NIEUWTJES VOOR DE HOLLANDSCHE EN INDISCHE PARAMOUNTERS.

Nu het in ons voornemen ligt van 1928 het allergrootste succesjaar te maken, kunnen we ons heel goed voorstellen, dat de Paramounters in Holland zich als een man achter den Heer Peereboom zullen scharen, om met hem den eersten prijs te winnen in den campagne wedstrijd, waarover reeds in het vorige nummer geschreven is. Evengoed begrijpen wij, dat de Indische Paramounters op hùn beurt den Heer Groves zullen bijstaan in verband met de ernstige plannen van den Heer Hicks, van het Hoofdkantoor in Australië, om tegen het einde van het jaar zegepralend uit de campagne te voorschijn te treden. Nadere bijzonderheden omtrent den wedstrijd zijn in dit nummer opgenomen, alsmede de bekendmaking der prijzen. Het belooft een alleszins spannende wedstrijd te worden en vergeet niet... wie er het vlugst bij is, heeft de meeste kans om te winnen.

Aan werkmateriaal is van't jaar geen gebrek. "Vleugels" (Wings) doet recordzaken in Japan en trouwens op de geheele wereld. Het Carlton Theater, in Londen, werd door talrijke bekende personen bezocht, die deze film hemelhoog prezen. Een dergelijk succes had de film in Australië. En dat is er een van de velen!

Wij vermelden voorts "De Patriot," waar aan wij in deze editie groote plaatsruimte hebben afgeestaan, omdat de Heer Lasky een

IRONICS
Frank Irving Fletcher
(In The New York Herald-Tribune)

Be generous toward your enemy and if you cannot be generous be just and if you cannot be just be silent and if you cannot be silent use your conversation to convert him into a friend.

tegenwoordigers in Holland en Java aan het reclame—en advertentie materiaal worden besteed. Alles is keurig in orde en de wijze, waarop ons heiligste goed—het Paramount handelsmerk—steeds naar voren wordt gebracht, verdient speciaal lof. Het zou kunnen, dat we eens, door middel van een wedstrijd zullen uitmaken, welk land op de meest doeltreffende wijze gebruik maakt van ons handelsmerk, bij het adverteeren onzer films en wij zijn er van overtuigd, dat Holland en Java dan voor geen enkel ander land de vlag hoeven te strijken.

Wij hopen, dat het zoo voort moge gaan. Wij hebben duizenden en nog eens duizenden besteed, om het handelsmerk in den ruimsten zin des woords en telkens en telkens weer onder de oogen van het publiek te brengen; als ge U de waarde van het handelsmerk goed voor den geest stelt, zult U zèlf zien, dat het een belangrijke rol speelt bij het verdienen van 'ons dagelijksch Paramount brood'.

Harold Lloyd was eenige dagen geleden op het kantoor. Zijn jongste film "Speedy," oogst enorm succes in het Rivoli Theater en Harold vertoefde in New York om de première bij te wonen. Hij was bijzonder ingenomen met het Harold Lloyd boek—een verzameling couranten uitknipsels en critieken over

A BUNCH OF BLONDES



When Paramount's peroxide picture played the Plaza in London, there was a big rush to answer the advertisement for blondes to appear in the prologue to "Gentlemen Prefer Blondes." Here are some of the fair-haired feminines in the lobby of the Plaza, with Anita Loos, author of the book, occupying a modest niche in the background.

zijn films—dat wij hem als Kerstgeschenk toezonden en het deed hem buitengemeen genoeg over zijn populariteit in Holland en Java te lezen. De manier, waarop hij en zijn films in deze twee landen geadverteerd worden, boeiden hem zeer en hij verzocht ons U namens hem te bedanken voor hetgeen U voor hem doet.

Nu "Speedy" in het Rivoli Theater loopt, "Het Legioen der Gedoemden" in het Rialto Theater, "Een geheimzinnige nacht" in het Paramount Theater en "vleugels" in het Criterion Theater, zwaait Paramount wederom den sceptor over Broadway. "Vleugels" wordt nu al tien maanden onafgebroken vertoond en ofschoon "Abie's Irish Rose"—een der grootste Paramount successen—pas een maand in het "44th Street Theatre" draait, moeten wij niet uit het oog verliezen, dat het origineele tooneelstuk, waarnaar deze film bewerkt is, ge-

A WIZARD OF THE LENS

When you meet all of the Home Office Paramounters of the Foreign Department on another page you'll want to remember that this action has only been made possible by the expert photography of Lewis F. Nathan, the camera wizard in charge of Paramount's Photographic department.



Lewis F. Nathan

Lew maintains a studio high over the Paramount Theatre, and in addition to doing all of the Company's photographic work, he photographs every unit of the Public production schedule, all of the Public performers and a great many other things as well, including the likenesses of Paramounters who visit Home Office from the farflung corners of our organization.

We must also make mention of Eddie Sullivan, Mr. Nathan's competent assistant, who has played a very commendable part in the delivery of these photographs.

durende zes jaar voor uitverkochte zalen in een theater speelde, slechts een paar straten verwijderd van het theater, waarin de film vertoond wordt.

Thans een enkel woord over de korte Paramount films. Die moeten in de toekomst even regelmatig succes boeken, als de overige Paramount films, want Het Paramount Journaal, de Paramount Karikaturen, de Paramount-Christie Kluchten, de Paramount Nouveautés, zijn evenzeer Paramount Films, als onze hoofdfilms. Aan het adverteeren, verkoopen en verhuren dezer films moet groote aandacht besteed worden en wij roepen de medewerking in van alle Paramounters voor het verdiende succes dezer kortere films, teneinde op den ingeslagen weg te kunnen blijven doorgaan.

Wij verwijzen U voor verdere Paramount nieuwsberichten, naar de hier en daar in dit nummer afgedrukte korte artikelen. Tot slot willen wij U het beste wenschen met het doen welslagen der 1928 campagne en zoals U weet, omvat dat welslagen drie woorden: HET GROOTSTE SUCCESJAAR!

BERGER TO DIRECT NEGRI

Ludwig Berger, foremost exponent of contemporary European directorial technique, will direct Pola Negri's new Paramount picture.

A native of Mainz, in South Germany, Berger studied at the University of Heidelberg, where he received his degree as a doctor of Philosophy. Following his graduation, he became a stage director in Hamburg. After his first season there, he was summoned to Berlin by Reinhardt. Later he joined the directorial staff of UFA, where his work speedily attracted the attention of American producers.

ENGLAND'S CRITICS Poured THEIR HEARTS INTO PRAISE OF "THE LAST COMMAND"

Not very often in a lifetime is there lavished upon a picture such praise as that given by the London critics to "The Last Command" when that Emil Jannings Paramount picture played the Plaza recently. Here are but a few of the endorsements:

(The Daily Sketch): "The Greatest Film in the World. There is no qualifying sentence to that praise of 'The Last Command.'" (The Daily Telegraph): "Once again Emil Jannings has surpassed himself by his performance in 'The Last Command.'" (The Daily News): "Emil Jannings never lets us down. If you want to see screen acting at its peak of accomplishment you will find it in 'The Last Command.'" (The Sunday Chronicle): "Emil Jannings in his best and greatest picture." (The Morning Post): "One of the most remarkable pieces of acting that Emil Jannings has given us, either before or after his absorption by Hollywood." (The Evening Standard): "Is there a drama more poignant than 'The Last Command'?" (The Weekly Despatch): "Without question, Emil Jannings has done the best piece of film work in his life in 'The Last Command.'" (The Daily News): "The Plaza scores with the first London presentation of 'The Last Command.' It is perhaps the greatest performance of the world's most powerful actor." (The Referee): "Although everything is centered in Emil Jannings' personality and appeal, there is some excellent acting from William Powell and Evelyn Brent. From the spectacular point of view the film is a most memorable one."



brief heeft geschreven aan den Heer Shauer, waarin hij laatstgenoemden wijst op de mogelijkheden van deze film als een enorm wereldsucces

Persoonlijk vinden wij "De Patriot" zoo ongeveer de beste film, die ooit door een projectiemachine op het witte scherm geworpen is en in elke volgende editie zult U nader over deze film kunnen lezen.

Tegen den tijd, dat dit nummer van Paramount Around the World Uw kantoor bereikt, zitten we midden in de Voorjaars Conventies. De eerste wordt gedurende de eerste week van Mei, te Washington gehouden. Vandaar vertrekken de gedelegeerden per spoor voor een vierdaagsche Conventie in Detroit en vervolgens naar San Francisco. Dan via Hollywood terug naar New York. De buitenlandsche vertegenwoordiging op deze Conventies berust wederom in de beproefde leiding van de Heeren E. E. Shauer en J. H. Seidelman. Nederlandsche en andere buitenlandsche affiches en reclame materiaal zullen alle Conventiezalen versieren.

Over Nederlandsche affiches gesproken! Wij zijn opgetogen over de groote zorgen, die door onze ver-

TOPICOS E NOTICIAS DE INTERESSE PARA TODOS OS PARAMOUNTEZES

Ao tempo em que esta edição do "Paramount Around the World" fôr dada à luz da publicidade, já estaremos nós paramountezes a meio da primeira das tres grandes convenções. O primeiro desses congressos terá lugar em Washington, capital da União, e o nosso departamento estrangeiro será nelle representado por uma escolhida delegação presidida por Mr. Emil E. Shauer e Mr. J. H. Seidelman.

Vindo do Rio de Janeiro, teremos entre nós Mr. John L. Day, Jr., director da Paramount na America do Sul, e Mr. M. J. Messeri, que virá de Barcelona, central que dirige os negocios na Hespanha e em Portugal, para representar a poderosa divisão dos Matadores.

Encerrada a sessão inaugural do congresso em Washington, seguirão as varias delegações para Detroit e depois para San Francisco. Terminados os trabalhos na California, e feita uma visita official ao famoso Studio da Paramount, voltarão os delegados novamente a New York.

Durante os trabalhos do congresso que se realizará nas tres cidades mencionadas, terão os congressistas sobejas provas de demonstração de que o anno de 1928 irá ser o maior dos annos para a Paramount em todo o mundo. Mr. Lasky dará disso provas praticas durante a convenção, e depois, ao cabo dos trabalhos de cada dia, terão os delegados o ensejo de apreciar algumas das novas produções. Na sua visita ao Studio, tambem, terão os delegados a prova positiva da grande actividade que vae por todos os departamentos de produção da Paramount.

E nesse facto da estupenda produção desta temporada é que nos baseamos para classificar o anno de 1928 o "MAIOR DOS ANNOS" de esplendor Paramount e o mais futuroso para o nosso departamento estrangeiro. E isso é o que havemos de ver, porque com a nossa boa vontade e energia para o trabalho, redobramos de forças para que juntamente com o esforço da produção corra tambem o nosso esforço na distribuição dos films, fazendo assim uma realidade de todas as nossas esperanças.

Já conhecem bem os paramountezes de todo o mundo o que representaram os films do quilate de "Chang," "Azas" e "A Ultima Ordem." Delles já falámos em edições passadas, deixando bem claro o seu poderoso valor de atracção. De "Chang" sabemos ter feito estrondoso successo na divisão dos Matadores; de "Azas" são as mais elogiosas as referencias que nos chegam de todas as partes onde tem sido o film exhibido; e de "A Ultima Ordem," como já viram os nossos amigos dos commentarios traduzidos do inglez, são unanimes os criticos em apregoarem-na como a mais perfeita interpretação do seu poderoso actor.

Um pouco mais tarde, em seguida a este film sob todos os aspectos especial, terão os nossos amigos do exterior mais um trabalho soberbo de direcção de Ernst Lubitsch com Emil Jannings no pa-

pel de protagonista. Queremos nos referir ao film "O Patriota." Esta super-especial irá ser collocada por Mr. Lasky como uma obra de exhibição em grande escala por todo o mundo. Depois desta, teremos ainda "A Legião dos Condemnados," "Rosa Irlandeza," e a super-comica de Harold Lloyd denominada "Haroldo Veloz."

E por falar em Harold, ainda outro dia com elle falámos aqui na redacção da nossa revista. O famoso comico nos pediu para transmittir aos paramountezes do Brasil e de Portugal os seus amplos agradecimentos pelos magnificos surtos de propaganda que têm lançado sobre os seus ultimos films. E satisfazendo esse desejo de Mr. Lloyd, aqui deixa o "Paramount Around the World" a expressão desse agradecimento.

Um outro topico de interesse, que faz parte desta edição, se refere à photographia da fachada da sub-central de Lisboa, da competente direcção do Sr. F. Ressano Garcia. Em o nosso numero passado publi-

SEEKING A NEW STAR



A pair of brothers and a peach of a director eye-rake the heavens for a new star for Paramount. The brothers are the Vadja boys, Victor (a director) at the left, and Ernest (Paramount supervisor and scenarist) is at the right. Both are natives of Hungary. In the centre is H. D'Abbadie D'Arrast, the director from France who did such superb work with Adolphe Menjou in "Service for Ladies," "A Gentleman from Paris" and "Serenade," and who is now directing Florence Vidor in "The Magnificent Flirt."

camos um grupo dos funcionarios da subcentral portugueza e aos bons paramountezes de Portugal offerecemos as nossas columnas para a inserção de quaesquer outras noticias que se dignem mandar-nos.

Em a nossa secção escripta em inglez, tratamos mais detalhadamente da troca de mensagens radiographicas entre Mr. Vasco Abreu, director do departamento de publicidade da central da Paramount no Rio de Janeiro, e Arthur Coelho, do departamento estrangeiro da matriz de Nova York. Mr. Vasco, que é proprietario de uma estação de radio de ondas curtas, no Rio de Ja-

Nothing ever was made that someone else did not make it cheaper and sell it for less.

neiro, tentou estabelecer comunicação com a matriz de Nova York, e uma vez isso conseguido, pediu a Arthur Coelho para lhe mandar uma entrevista que Jannings havia concedido a um magazine americano. Essa mensagem, interceptada por um amador de radio de Nova York, foi entregue ao seu destinatario. Em resposta, informou Mr. Coelho que o magazine referido seguia pelo correio, dando então a Mr. Vasco a noticia radiographica de alguns pontos de importancia na produção dos novos films, taes como a projecção na matriz do ultimo film de Pola Negri e noticias vindas da California sobre "O Patriota," a super-produção a que acima dos referimos.

Passando deste a um outro assumpto ainda alliado á proficiencia e habilidade de Mr. Vasco Abreu, queremos fazer menção ao seu mensario "Cá de Casa," cujos rasgos de publicidade e bellas apresentações da marca da Paramount sempre apreciamos. Oxalá saibam todos os que laboram sob o estandarte das estrellas dar o devido destaque ao sello da Paramount, que é a nossa divisa de gloria.

Não queremos fechar esta columna sem chamar a atenção dos paramountezes de Portugal e do Brasil para o material de curta metragem, que deve merecer de cada programista o mesmo cuidado de distribuição que dedica ás pelliculas de maior formato. Todas essas pequenas produções — algumas dellas verdadeiras joias pela sua perfeição e relevo — levam a marca da Paramount e merecem maior destaque na sua apresentação ao publico. Não queremos criticar os nossos amigos; suggerimos apenas mais interesse pelas produções de curta metragem.

E agora, ao fecharmos esta columna, queremos voltar ao seu começo, chamando mais uma vez a atenção dos nossos amigos agentes e directores de divisão para que evidem todo o esforço para que o anno de 1928 venha a ser, como desejamos todos nós, o maior anno e o de mais vasta prosperidade de toda a existencia da Paramount. Querer é poder, e nós bem podemos e sabemos querer!

O proximo concurso de quota annual já está organizado. Daqui ficaremos a observar o movimento de cada divisão, e no final das contas, ao vencedor dirigiremos os nossos applausos. Em outra secção deste numero encontrarão os interessados outros topicos sobre o assumpto.

A HIGHLAND FISHERMAN IN KILTS



Behold Sir Harry Lauder! His first venture into the films, a Paramount British production, is to be released throughout the world by the organization with the "Best Show in Town" Trade Mark. The picture is "Huntingtower" and already it has been one whale of a success throughout Great Britain and Ireland. The picture will be one of the highlights in the announcement book to be issued to the delegates at the current Spring Convention. Already you have been told it's a mighty fine film.

Ad Sales are Oxygen to the Exhibition System!

That's pretty true! It doesn't matter how wonderful a physical system you have—sinewy legs and arms, steel-ribbed chest, bull-like neck—if you don't get oxygen you don't live: that's all there is to it. And so it is with the business of motion picture exhibiting. An exhibitor may have a marvelous theatre, the finest pictures in the world, an efficient and courteous staff, an organ of great richness and volume—but if he doesn't have the oxygen which is known as Ad Sales to build and circulate the red corpuscles which are known as patrons—then he just doesn't exist: that's all there is to it.

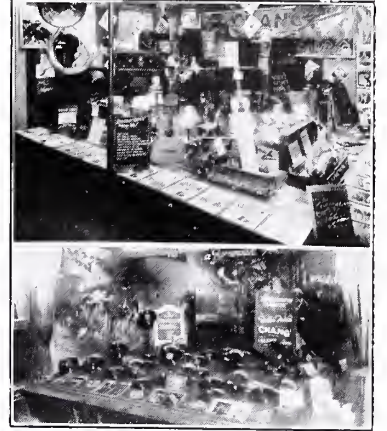
Magnetic and Colorful New Set of 14 x 17 Photos of Paramount Stars

One of the finest and most practical additions to the line-up of Paramount ad sales has been issued in the form of a set of 8 colored photographs of Paramount stars.

The photographs are size 14 inches wide by 17 inches deep and each one bears a facsimile of the star's autograph. The eight stars are Emil Jannings, Richard Dix, Esther Ralston, Clara Bow, Bebe Daniels, Gary Cooper, Harold Lloyd and Fay Wray.

A sample set has been sent to the head office of every Division, and it is specifically urged that you place an early order for your requirements, since this is an item that is bound to command an instantaneous sale; and of course the more you sell the better will be your chance of surpassing Quota in the "Greatest Year!" Contest.

Prices relating to these new sets of colored photographs have been forwarded in individual letters.



"CHANG" SONG GOT SHOP WINDOWS IN AUSTRALIA

In conjunction with the presentation of Paramount's jungle melodrama "Chang" in Australia, the firm of Albert and Son published a popular Siamese song entitled "My Sighing Siamese," dedicated to the picture. This song, which was also reproduced on Columbia records, was responsible for a great many window displays in Melbourne and Sydney during the run of the picture. Shown here are two of the Melbourne windows, the lower window having a very effective backdrop which was painted especially for the display. Mel G. Lawton, assistant manager of Paramount's sales promotion department secured these tie-ups.

TWO SPLENDID FRENCH EXTERIORS



Both of these are Paramount Theatres. At the left is the Odeon at Marsilles, exploiting "Chang" in unmistakably attractive fashion. At the right is the Francais at Bordeaux, telling the populace about "The Lady of the Harem" in a fashion which was bound to spell marvelous patronage, and which actually did.

SUCCESS EVIDENCE OF AUSTRALIA'S SIXTH ANNUAL GREATER MOVIE SEASON

For the sixth successive year Australia, New Zealand and those portions of the Far East controlled by Paramount's Home Office in Sydney, celebrated a Greater Movie Season during the month of March. The event this year was a greater success than any of the preceding ones and proved even more conclusively the genuineness of the event. We reproduce here one of the pages of the Paramount supplement in the Sunday News of Sydney. Similar supplements were obtained in many other foremost newspapers in Australia and New Zealand.

Colored Newspaper Advertisement for "Chang" in Australia

Australia has one newspaper, a metropolitan daily which specializes in the printing of full page advertisements in several colors. This paper is The Sunday News of Sydney, and it has on several occasions carried colored announcements for Paramount. The newest of these was for "Chang," when Paramount's jungle melodrama opened up at the Prince Edward Theatre on March 9th and is still running. The advertisement was most effectively displayed, and represented the work of Advertising Manager Hermann E. Flynn and Art Manager George Lawrence.



IN THREE LANGUAGES

A pertinent example of an announcement printed in three separate languages in this throwaway from our Singapore, Straits Settlements, exchange. The three languages are English, Malay and Chinese.

LUCY DORAINE SIGNS PARAMOUNT CONTRACT

Lucy Doraine, Hungarian film actress who has hitherto headed her own producing company, has signed a contract with Paramount.

The new Paramount player was born in Budapest, the daughter of Baron Perenyi. At 12 she made her debut as a concert pianist. Later she made her first stage appearance in Vienna. Her first motion picture work was with the Sascha Film Company. An engagement with Emelka preceded the organization of her own company.

We Should Review Each Issue of England's "Service"

This great and colorful English publication, dedicated to serving the exhibitors of Great Britain and Ireland, and edited by Frederick Martin, is really deserving of a special and separate review for each issue. Nowadays it comes to us so packed with meaty matter and intriguing inserts that we wonder at the ingenuity of the ones responsible for them. Certainly we do know that this weekly package of information, interest and attractiveness which is known as "Service" must be playing a major part in the success of Division One.

In an issue just to hand we find a most ingenious booklet of reviews on "The Last Command." This booklet, by having its pages printed on papers of five separate colors, has in its completed form the appearance of a five-color printing job. Elsewhere in the issue there is a page devoted to window tie-ups for "Fashions For Women," and there is a reproduction of a full page in The Illustrated Sporting and Dramatic News on Paramount's "Gentlemen Prefer Blondes."



ABIE'S IRISH ROSE REVIEWS

(Continued from Page 3)

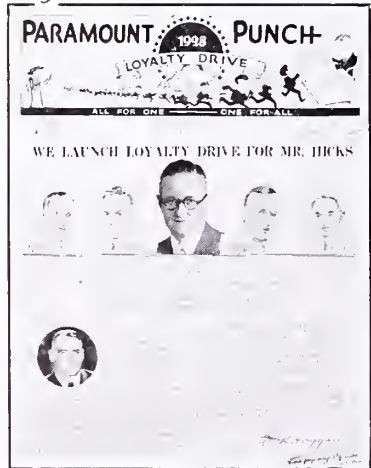
press gave praise as follows: "When all is said and done, 'Abie's Irish Rose' may be said to be a winner. It is bound to make a lot of money," according to the Evening World. "From all available accounts, including my own, the picture is a success and will have the wide appeal and the long life which Mr. Lasky has been promising these many months," said Quinn Martin in The World.

"'Abie's Irish Rose' doubtless will repeat its tremendous stage success as a movie, for it looks as if this time lightning has struck twice in the same place," was the way the critic of The New York American summed up the picture. "'Abie's Irish Rose,' in its screen transformation, is a capable piece of work, and will doubtless evoke fully as much popular rejoicing as did its legitimate sire" was the way in which the correspondent of The Evening Telegram summed up the picture. "There is little left to say about 'Abie's Irish Rose,' save, possibly, that it will probably prove to be a safe cinema investment" was the summing up of The New York Sun.

DIMITRI KRASSA
Fanamet Branch Manager
 Bucarest, Rumania
 March 16th, 1928

THREE WEEKS AT PLAZA, LONDON, FOR "THE LAST COMMAND"

The supremely inspiring Emil Jannings picture, "The Last Command," completed a season of three weeks at Paramount's Plaza Theatre, London, and succeeded in arousing in the film critics of the British metropolis such praise as has seldom been known.



"PARAMOUNT PUNCH"

A good old house organ name comes back in a new shape. The cover of the first issue of "Paramount Punch" of Australia, New Zealand, Java and Straits Settlements, issued as an aid in the Loyalty Drive now being staged by the Blue Ribbon Bunch in honor of Managing Director John W. Hicks, Jr. In its editorial head it bears the line "Edited by All Paramounteers."

THEY TELL THE STORY TELLINGLY IN STOCKHOLM

SVENSKA DAGBLADET Måndagen den 2 April 1928

Tre nedanstående filmer lämna det säkraste beviset för -

Inom kort få vi åter se

EMIL JANNINGS
 SISTA KOMMANDOT
 EVELYN BRENT

Den bästa film Paramount gjort på 18 år
 Svensk premiär på 18 april

OLYMPIA och RIVOLI

14-år och sista veckan

Den äldsta sonen som vågar
 sin familjens på sin egen höger
 i Sverige - Palmen som
 utmärker den för alla tillika
 värdefulla film från Europa

CHANG
 Sista veckan
 OLYMPIA

Läs vad pressen skriver om

ÖKNENS HJÄLTAR
 HEAT HARRETT

Metropol-Palais och Erikshöjden

- att en Paramountfilm är en garanti för den bästa föreställningen i sta'n.

Vilde litter Dierna Bränder Kvalande resor Kolonerna Sannolser Hemme och borta

Allt för Ni se i ARIZONA-DAVES bravader med GARY COOPER på BRUNKBERG, NYTORGS och MOSEBACKE.

Reproduced from one of the leading dailies of Stockholm, Sweden, this half page of motion picture theatre advertisements is offered in testimony of the fact that the exhibitors in the Swedish capital use no half measures in telling their patrons of the excellence of the entertainment they are offering. Here are four Paramount pictures showing at four of the leading theatres. See if you can spot the original titles of these four pictures. (Translations elsewhere on this page.)

Seen on the screen
DYNAMIC JANNINGS
 in
"THE LAST COMMAND"

By G. A. ATKINSON,
 "Daily Express" (London) Cinema Correspondent.

"The Last Command," the new Emil Jannings production which the Plaza presents to-day, is the best film which the Paramount organisation has handled since "Beau Geste," but it is a more powerful picture than "Beau Geste," and, indeed, is sustained on a note of dramatic intensity which at the finish becomes extraordinarily acute.

I take "Beau Geste" as comparison because "The Last Command" contains the same constructive idea.

(Then followed a detailed and critical story synopsis.)

As for Emil Jannings, one can only repeat that he must assuredly be the world's greatest living actor, and never has he been more dominating, more resourceful, more sure of himself than in "The Last Command."

And at that point I leave you to see the conclusion for yourself.

THE APRIL SOCIAL CALENDAR OF THE HOME OFFICE STAFF

Our offices in the Paramount Building at the Crossroads of the World have been brightened by the visits of several screen luminaries during the month of April.

Harold Lloyd added to his already unbounded popularity by making the rounds, and we have pictorial evidence in this issue to show just how interested in us he really is. The day following this visit we had Bobby Vernon, of Christie Comedies along to say "hello." We liked Bobby so much that we later gave him a luncheon, from which he had to dash away to

catch the train to as near Havana, Cuba, as he could get by train. Then in popped William de Lignemare, president of Abie's Irish Rose, Inc., the organization handling Paramount's mighty picturization of the stage success.

"Abie" was the means of introducing us to Charles Rogers and Nancy Carroll, both of whom came to New York especially for the premiere on Thursday, April 19th.

So you'll see that it has been a pleasant enough month, what with one thing and another.

TRAFFIC DEPARTMENT PLEDGES SERVICE FOR 1928

As an indication of their co-operation in making 1928 our "Greatest Year!" the Home Office Traffic Department, through their general manager, Palmer Hall Stilson, expressed the following pledge to the entire Paramount world:

OUR PLEDGE—SERVICE

Your Traffic Department has always been keenly interested in the accomplishments of Paramounteers Around the World, and takes pardonable pride in the belief that its efforts have to some little degree aided the fruition of your zeal.

We want to go on definite record, hereby pledging our continued policy of service. We will spare no hours, efforts or energies to see that your films, ad sales, supplies, equipment, etc. are kept flowing in a continuous stream to all parts of the World.

Every foreign office has the right to offer for our consideration, recommendations or suggestions whereby our service may be improved and maintained Paramount. You are on the ground and we urge that you exercise this privilege and prerogative.

We care not who wins the contest of 1928; we are absolutely neutral, and want you all to win. We know you will, to the glory of Paramount. Now let's go!

Faithfully,
PALMER HALL STILSON,
 General Traffic Manager.



"REVISTA PARAMOUNT" of Barcelona, Spain. The new publication of the Matador Division. There are mentions of it in this issue.

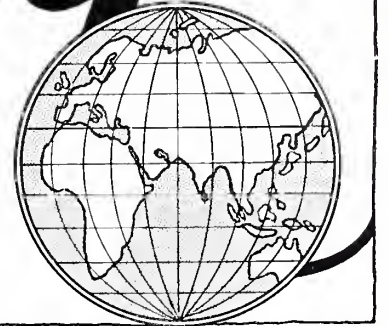
THE TITLES OF THE FILMS IN THE SWEDISH AD.

On another part of this page is a reproduction of a page from a Swedish newspaper; and on the page are the titles, in Swedish, of four Paramount pictures. The following are the English, or original, titles of the pictures: Emil Jannings in "The Last Command," the anonymous Siamese stars in "Chang," Evelyn Brent and Gary Cooper in "Beau Sabreau" and the picture in the strip along the bottom is Gary Cooper in "Arizona Bound."

This is Our Special Convention Issue

Paramount

AROUND
THE
WORLD



Vol I. No. 3.

June First, 1928

Worth: Everything You Can Give It

IN THIS ISSUE ~

INTERNATIONAL MINDEDNESS By Emil E. Shauer
AT LAST THE PRIZES ♦ ♦ ♦ By J.H. Seidelman
THE GREATEST CONVENTION ON RECORD
CONTEST STANDINGS ♦ **WORLD-WIDE NEWS**
THE DE-LUXE PARAMOUNT PICTURES
A SYMPOSIUM OF THE NEW PRODUCT

— AND SOMETHING MORE ABOUT

'The **PATRIOT***'*

EMIL JANNINGS
THE STAR



ERNST LUBITSCH
THE DIRECTOR

Paramount's **MIGHTIER-THAN-BELIEF** PICTURE



"Paramount — the Organization Built By and With Manpower!"

Editorial Page of

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN, *Editor*: Albert Deane
Associate Editors: O. R. Geyer, R. M. "Dick" Blumenthal,
 George Weltner. *Foreign Language Editors*: J. Ventura Sureda
 (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Van-
 densteen (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Pro-
 gram Drive" (Great Britain), "La Paramount Francaise"
 (France), "Adelante Decima" (Argentina), "Paramount" (Italy),
 "El Matador" (Spain), "Vollidampf Voraus" (Germany), "Ca de
 Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 June 1, 1928 No. 3

INTERNATIONAL-MINDEDNESS

At all three of the great international conventions just concluded—and also at the vitally significant banquet held in the Paramount studio in Hollywood—the delegates heard a great and forceful lot about International-Mindedness. The message of this supremely important factor in the everyday activities of our company throughout the world was delivered by Mr. Kent and Mr. Lasky in addition to the speakers representing the Foreign Department.

International-Mindedness is compounded of Common Sense and Tolerance, and if we do not recognize it we cannot hope to progress. It is simply that we shall look at our Company's activities and product from a world point of view rather than from a regional or a national point of view.

Our progress has been such that we must now make motion pictures for all the world. We sought the world as a market for our wares; and now the world, well satisfied with that arrangement, very rightly asks for wares that will please it, entertain it, and make for general all-round satisfaction.

So by our own activities and ambitions we have compelled ourselves to think and talk in terms of the world as a whole; and we can only do this efficiently and sanely by being Internationally-minded. And this injunction applies just as forcefully to the members of the Foreign Department of Paramount as it did to the members of the Domestic Department to whom it was conveyed at all three conventions. They were asked to become Internationally-Minded by adjusting their viewpoint to combine the Foreign Department with the Domestic. We are urged to become Internationally-Minded by combining the Domestic Department with the Foreign.

It all comes down to a very simple state of affairs. We are one tremendous company operating throughout one great but many-phased world. Each part of that world—whether it be in what we have, for convenience, termed the Foreign and Domestic Departments—has its own particular and peculiar set of customs, creeds and prohibitions: each part likes, or despises, this or that type of picture: each part of the world, because it is its own Rome, is entitled to sympathy and understanding. To be Internationally-Minded is to be capable of giving this

sympathy or understanding as the case might be.

It was a message of this nature which was delivered to the Departments of Production and Domestic Distribution at the Conventions. And it was a perfectly understood message. We have proof of it from the viewpoints of the delegates recently returned to Home Office from the meetings; and we have golden proof of it in the establishment of our own Foreign Department representative within the studio in Hollywood.

So be Internationally-Minded always. Constantly have a point of view which embraces the entire world, for it is the whole globe that our Paramount organization is interested in, and which not only expresses our size, but illustrates the prospective field for our progress.

Paramount is an international organization—now and always! International in Viewpoint! International in Product! International in Distribution! And International in the Promotion of Harmony and Understanding among the Nations and Peoples of the World!

I want to draw your attention to the supreme honor paid our organization during the Convention in Washington. This honor was partly displayed by the inspiring banquet at which the Vice President of the United States of America was guest of honor, and at which many other distinguished gentlemen were present; and partly by the screening of "Wings" at the Washington Auditorium, when the distinguished diplomatic representatives of every embassy and consulate in the United States capital paid tribute to Paramount's great epic of the air.

These were honors which have been paid to no other motion picture organization in history; and it has been only on the rarest occasions that they have been paid to any other commercial organization.

Which fact must inspire within you a new and greater respect for this Company which has been so providentially named Paramount.

You will be more than gratified to learn that "The Patriot," which was screened at all three conventions, met with the terrific reception prophesied for it.

Naturally the Foreign Department had been sold one hundred percent on it. So we are all the more gratified to know that the boys of the Domestic Department regard it as one of the mightiest and most inspiring pictures ever to bear the Paramount Trade Mark; and they are going out to sell it with the greatest reserve force of determination they have ever stacked up.

Finally, with our entrance into the sixth month of this "Greatest Year!" span of twelve months, we come to the really complete announcement of the nature of the prizes for this contest.

It is not within the province of this page to offer comment on the nature and suitability of the prizes: they are expected to speak for themselves, just as they did in a completely satisfactory manner last year.

But this page can at least offer the comment that, judging by the results to date which are listed on the opposite page, the tussle for the prizes looks as though it will far outshine Armageddon, or any other great struggle in history.

In your reading of the various Convention reports in this issue of Paramount Around the World I want to particularly commend to your attention the speech delivered by Mr. Seidelman at the studio banquet in Hollywood. From sources outside of our own Foreign Department I have learned that this address was in the nature of a sensation; also that it did a tremendous amount of good in more completely making known the ramifications of our Department to those hundreds of Paramounteers concerned with the actual making of the motion pictures which we distribute.

The address was delivered at a climatic moment in the evening, and was prologued by a most gratifying foreword by Mr. Lasky, the toastmaster. Listened to in tense and respectful silence, it was received by a memorable burst of applause from production staff and stars alike. And a great many of these folks came to Mr. Seidelman

at the conclusion of the banquet and thanked him for having given them a new sense of understanding of the greatness and the ramifications of our Company.

You will shortly be apprised of the exact nature of the motion pictures which will constitute next year's programme for distribution. And this much I can say for them: they constitute the most popularly received series of announcements of all that have been given at any Convention in the past.

This is intensely gratifying. But not only is there this point of satisfaction to consider: there is also the fact that this programme of pictures, by the individual theme natures of each of the films, is in every degree the most acceptable and the most expertly designed to meet that vital viewpoint of International-Mindedness, while still incorporating perfect entertainment quality.

Reading through an official newspaper report of a phase of motion picture industry activity, I encountered the phrase, "—will follow the lead of Paramount—".

It occurred to me as I read this that I had seen it a great many times in the past, and that it is expressive of a state of mind of all who write of the motion picture industry. It seems that not only the personnel of other organizations adopt this frame of mind when a crisis embracing the entire industry occurs, but that the members of the newspaper profession do also.

All of which should be more than a little gratifying to each and every one of us who strives so sincerely to see that Paramount shall always be Paramount.

The Foreign Department's celebrated Flag of All Nations—the *piece de resistance* of last year's series of Conventions—was featured in magnificent fashion at the studio banquet which capped the meetings of this year. It adorned the central position in rear of the Speaker's Table, and in close and symbolical association with it was a gigantic colored Paramount Trade Mark.

Here again you see significant recognition of this symbol which is known the world over, and the use of which is so vitally a part of every Legionnaire's activities.

E. E. Shaver

FOUR MONTHS GONE — EIGHT MONTHS TO GO EARLY LEADERS MAINTAIN FAST PACE

All watching operating costs as important item in final results.

Over 100% of Quota

DIVISION	Increase + Decrease — over 1927	Operating Cost	REMARKS
France, Belgium, Switzerland and Egypt	++	Average	<i>Greatest April in France's history...Working months ahead on bookings...Needs extra effort on comedies and shorts.</i>
Japan	+	High	<i>Biggest month on record...Look out for Summer months... "Wings" helped a lot here.</i>
Scandinavia	+	High	<i>Still strong...Specials doing great business...What about Summer business?</i>
Spain and Portugal	++	High	<i>Great pace and future still better...Again watch your operating costs...Also your advance business.</i>
Panama, Colombia, etc.	++	Average	<i>Consistently over quota...Sell extra Specials each month and show increase.</i>
Guatemala, Central America	+	Average	<i>Small increase over last year...Must show spurt to keep up with leaders...Do not be too well satisfied with just as much as last year.</i>
Mexico	+	Higher	<i>Very close to last year's line...Must push hard to keep over 100%.</i>
India	+	Average	<i>New contender for honours...Specials showing splendid results.</i>

Over 90% of Quota

Great Britain	—	Average	<i>Prospective business looks great...Expect big spurt next six months and should finish among winners.</i>
Italy	+	Average	<i>Slowly forging to front...Expect big jump next six months. Very close to last year's line...Keep pushing.</i>
Central Europe	++	High	<i>Over 95% to date...Watch out for Summer slump...With big Fall quota absolutely certain.</i>
Cuba	—	High	<i>Slipped under 95%...Extra effort absolutely necessary or will drop to bottom.</i>
Porto Rico	—	Average	<i>Very close to last year...Must show decided improvement to finish 100%...April better than last month.</i>

Over 80% of Quota

Chile and Peru	+	Higher	<i>Big spurt now on...Promises 100% or over by end of six months...Big Fall business in prospect.</i>
Germany	Even	High	<i>Showing slight improvement...Very close to last year... Must hurry to catch up with leaders.</i>
Brazil	++	Average	<i>Big improvement and nearly in 90% class...Will slowly forge to the front and be important contender for honours.</i>
Australia, New Zealand, etc.	—	Normal	<i>Near 90% and going strong...Expect big jump and probably in 100% class soon... "Wings" great.</i>
Holland	+	High	<i>Improving with each month...Look out for Summer slump. Looks like best year to date.</i>

Under 75% of Quota

Argentine, Uruguay, Para'y.	—	Average	<i>Still below last year and much below quota...Big noise will now start...Watch them jump.</i>
-----------------------------	---	---------	---

SPECIAL ATTENTION TO SPECIALS

One of the surest and handiest ways of putting your Division as far ahead as is humanly possible, is by a consistent concentration upon the Special Productions. A particular triumph with a production of the calibre of "Wings" or "The Last Command" is something which can be very tangibly set forth in percentage; and it therefore behooves every leader whose eye is set on victory to give the closest possible attention to the job of concentrating energy on the distribution of Specials. Sell a special far and wide, and up steps the standing figure in a happy fashion. You've got the energy and the desire—and you've also got the Paramount Specials. The standing of those who are at the top of the list has been wrought by Legionnaires who gave thought, attention and action to the distribution and presentation of Paramount Specials; and who remembered that then, now and always—the early starter runs the greatest and surest chance in coming in first at the end of the race.

Royalty Indorses Practical Paramount Aid



This is Emil Jannings, dynamic Paramount star, in his characterization of Czar Paul the First in "The Patriot," as he appeared to Ali Hubert, the foremost European costume designer who was taken to Hollywood by Paramount to design the costumes for the picture. It is easy to see that as a cartoonist, Herr Hubert is a good cartoonist. Herr Jannings thought so, too, because he signed the cartoon.



STILL FLYING ON!

Here's proof of the success of "Wings" in New York: a reproduction of one of the Criterion Theatre's advertisements on May 27th last. Note the run—42 weeks. And—the end is not yet in sight.

NEXT ISSUE!

Because we believe that we can safely step up with the magazine policy of telling you about the next issue's attraction—and because we were compelled to hold over so much material on account of the space devoted to the Convention—we are going to tell you that next month you will read about:

The momentous screening of "Old Ironsides" to the President of Poland; the equally momentous screening of "Moana" and "Chang" to the ex-Kaiser of Germany at Doorn, Holland; a number of sensational exploits by Paramount News cameramen in the normal execution of their duty; the details of the sensational premiere of "Wings" in Sydney, Australia; pictorial proof of the magnificence of the Francis Mangan presentations at the Paramount Theatre, Paris; the full strength of the personnel of the French organization; and of course all of the regular features.

AUSTRALIA'S COLORED AD. FOR "CHANG" GAINED WIDE MENTION

Last issue we made mention of a colored newspaper advertisement used by the Prince Edward Theatre, Sydney, in *The Sunday News* the day before the picture's premiere. This paper is the only one out of the United States carrying these special four-color advertisements, and the display makes a great splash.

This particular advertisement for "Chang" has succeeded in gaining what amounts to world wide recognition, having been approved and complimented upon by the chief executives of Paramount, including Mr. Kent and Mr. Lasky. Finally, it was given a great endorsement in the motion picture trade papers, reproduction of one of these endorsements being promised for next month.



Exploiters impersonating Harold Lloyd and usherettes

PARAMOUNT'S FOREMOST RADIO EXPERT

This is Vasco Abreu, publicity director of the Brazilian Division of Paramount, and the man who has maintained a consistent radio communication with New York every evening for months past. Many important items of Paramount interest have been transmitted to Mr. Abreu, these items emanating from Arthur Coelho, Portuguese translator in the Home Office, and they have been transmitted through the courtesy of a well known New York amateur radio fan. Mr. Abreu has thus put his radio knowledge and equipment to a most practical use; and for this we heartily commend and congratulate him.



HAROLD LLOYD IS A CANADIAN INDIAN CHIEF

In some respects Harold Lloyd, star of "Speedy," is now a British subject. It all came about through his being inducted into the Iroquois tribe as a chieftain during his visit to Canada.

The picturesque ceremony was performed just outside of Montreal, and Harold can now have his fan mail addressed to Chief Ronwasderista, care of the Iroquois, since that is his new name. It should be pointed out, though, that there is no Mrs. Ronwasderista, as honorary chieftains are not presented with a parcel of squaws.

"Chief" Lloyd's new name means, appropriately enough, "Chief Make-'Em-Laugh."

Harold's Canadian trip marked his first visit to British soil, and he most sincerely hopes that this is a significant indicator that he will shortly make his long deferred trip around the world. Meanwhile, as shown above, his "Speedy" is notching up some wonderful records in England.

from Paramount's Plaza Theatre, London, helped to swell the funds of St. George's Hospital, by enrolling as helpers in the St. George's Day Hospital Fund Drive. Above, His Royal Highness Prince George is seen reviewing Harold Lloyd's "shock troops" outside the Plaza, where Lloyd's "Speedy" held the honor of being London's biggest entertainment attraction. Mr. John C. Graham, leader of No. 1 Division had his back to the camera when this photograph was taken. But the good-natured London "bobby" was right in the picture.

MR. LASKY IN EUROPE

Mr. Jesse L. Lasky, vice-president of Paramount Famous Lasky Corporation, accompanied by Mrs. Lasky, sailed for Europe on the *Leviathan* on May 26th, for this annual survey of the motion picture and theatrical field. He expects to return by early July, after having covered England, France, Germany and several other countries in his search for new screen material, and talent for Paramount Pictures.

CREDIT FOR "WINGS" SCREENING TO AIR HERO

In association with the picture on Page 21, and the stories in Spanish and English on other pages, it should go down as a matter of record that the success of this very momentous screening of "Wings" to the Spanish Transatlantic air hero, Captain Julio Ruiz de Alda, must be given to two Paramounters in the Home Office Foreign Department. The organizing of this screening was executed, with nice precision, by Miss Tess Sternberger, secretary to R. M. "Dick" Blumenthal; and acting as interpreter of the picture's action and detail, was J. Ventura Sureda, Spanish translator.

The autograph on the photo (see Page 21) was personally obtained by Miss Sternberger.

THE 1928 "GREATEST YEAR!" CONTEST PRIZES!

THE FIRST PRIZE

(A) FOR THE HEAD OFFICE OF WINNING DIVISION

A highly valuable, and beautifully inscribed Placque, worthy of the occasion and symbolical of the achievement. To be inscribed personally by the highest executives of the Company.

(B) FOR LEADING BRANCH IN WINNING DIVISION

A cash prize of One Thousand Dollars (\$1,000) to the Branch Manager, or an alternative of a Trip to Hollywood. Added to this will be a bonus of one week's salary additional to every member of the Branch.

(C) FOR EVERY MEMBER OF WINNING DIVISION

A medallion replica of the Placque, carrying a facsimile of the inscription, will be presented to every member of the Winning Division.

THE SECOND PRIZE

(A) FOR THE HEAD OFFICE OF THE DIVISION

A gold-lettered banner, suitably inscribed, and presented to the Head Office of the Division personally by an executive of the Company on an occasion suitably commemorating the event.

(B) FOR LEADING BRANCH IN THIS DIVISION

Five Hundred Dollars (\$500) in cash to the Branch Manager. Added to this will be a bonus of one-half of one week's salary additional to every member of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION

A miniature replica of the gold-lettered banner will be placed in a position of honor in every Branch Office of the Division.

THE THIRD PRIZE

(A) FOR THE HEAD OFFICE OF THIRD-PLACE DIVISION

An exquisitely engraved parchment, bearing a message of inscription perfectly befitting the occasion.

(B) FOR LEADING BRANCH IN THIS DIVISION

Two Hundred and Fifty Dollars (\$250) in cash to the Branch Manager: plus an additional bonus of one-half of one week's salary to every employee of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION

A suitable replica of the engraved parchment, for displaying in a conspicuous place of honor in the office.

After a delay of which we are only too well aware, and an anguish on your part which we understand, and with which we can completely sympathize, the Prizes in conjunction with our 1928 "Greatest Year!" Contest are at last announced.

We give you the precious details herewith: and along with them goes our belief in the fact that your good judgment will endorse them as the finest set of inducements possible of offering under the multifold circumstances governing this Contest.

There is a particular design in the offering of these prizes, for just as the Contest itself is designed so that every individual Paramounteer may contribute to the success of his or her particular part of the organization, so have the prizes been designed to benefit every Paramounteer, no matter what may be his or her particular post in the organization.

In other words, both the Contest and the Awards have been placed upon far more of an individualistic basis than has ever been the case before; a basis where not only the merit of each Division or each Branch Office is recognized, but where the absolute and positive merit of each individual Paramounteer is recognized and recorded.

We don't have to elaborate upon these points: the details of the three separate blocs of prizes, set out above, speak their own separate and commendable stories. Seep these details right into your systems: let 'em mingle with those doughty efforts you are putting forth for the success of this Year's Contest—and let the end of the year bring that wonderful result that you so ardently want it to bring.

NOTICIAS DEL MES DE INTERES PARA LOS PARAMOUNTISTAS

La noticia más importante del mes es, desde luego, el inmenso éxito de las tres Convenciones de la Paramount, que se celebraron en Washington, Detroit y San Francisco. Bajo todos aspectos estos fueron los acontecimientos más notables en la historia, sensacional y pintoresca, de la Paramount, y sirvieron, sin duda alguna, para comunicar mayor prestigio al nombre de nuestra Compañía. En dichas asambleas se hicieron declaraciones de suma importancia que sirvieron para reforzar nuestra convicción de que el futuro nos reserva gratas sorpresas. Aun cuando la delegación de ultramar fué inevitablemente de reducido número, estaba admirablemente representada por Mr. E. E. Shauer, Mr. Melville Shauer y Mr. J. H. Seidelman, que en la Convención de Washington iban acompañados de una delegación especial de las oficinas centrales. Mr. Shauer esbozó con facilidad y brillantez la historia de la Paramount en el Extranjero, enumerando a todos los que con su ayuda han contribuido a la gran expansión de la Compañía y cada uno en particular puede tener la seguridad de su propio territorio fué debidamente elogiado.

Si bien la serie de convenciones resultó altamente interesante, la que se celebró en Washington tuvo interés especial, pues el decoro y dignidad del capitolio nacional sirvieron para realzar los homenajes tributados a los delegados, que podemos calificar sin temor alguno los más sinceros y honoríficos que se han tributado a una organización comercial. El presidente Coolidge y varios de los miembros de su gabinete asistieron, en calidad de invitados de honor, a una representación especial de "Alas"; el vicepresidente Dawes honró con su presencia el banquete de los delegados, durante el cual el secretario Hoover pronunció un discurso elocuentísimo.

La convención llenó también el objeto de darnos a conocer las producciones venideras, dándonos motivos bien fundados para declarar sin vacilaciones que el año 1928 será nuestro "Año triunfal". Pocas son las cosas que podemos atrevernos a asegurar de antemano, pero de lo que estamos completamente ciertos es que Mr. Lasky nos está preparando la colección de películas Paramount más notable que se ha producido hasta la fecha.

Con respecto a ese concurso del "Año triunfal," creemos que todos observarán con interés que la primera noticia de la posición de las respectivas divisiones aparece en este número. Cada uno de ustedes podrá ver no sólo la posición que ocupa, sino también si está por encima o por debajo de la cifra que le corresponde en esta época del año, así como si los gastos de operación de las sucursales de su división es normal o anormal.

Este último dato es una de las fases que distingue el concurso de este año, pues da a cada Paramountista la oportunidad de jugar un papel importante en el triunfo de su

LA MESA DE LASKY

En nuestras oficinas se ha dispuesto ya el sitio que ha de ocupar la mesa de Lasky, que correspondió a "Los Gauchos" en el torneo internacional del año pasado.

La mesa se encuentra en la Aduana, a la espera de su despacho. Aquí nos disponemos a recibirla con todos los honores que se merece el distinguido huésped que, desde ahora, pasará a ser parte integrante de nuestra división. Mueble inanimado, pero que nos trae la sugerencia de un espíritu todo actividad, de un carácter dinámico y avasallador: el espíritu de Lasky. "Los Gauchos" le harán honor a la mesa y, sobre ella, han de planearse aún muchas campañas fructíferas para honor y gloria de nuestra marca Paramount.

correspondiente división. En años anteriores, la responsabilidad de luchar por los premios residía principalmente en los gerentes y viajantes; pero ahora, siendo el costo de operación de cada sucursal uno de los factores más importantes en la distribución de puntos, resulta de tanto interés para las taquígrafas, redactores de publicidad, inspectores y demás miembros de las oficinas, el estar atentos a los gastos, como para los vendedores y gerentes el vender películas y carteles. En resumen, cada miembro de la oficina juega un papel tan importante como cualquier otro en el logro del triunfo para su división.

Y esto nos lleva a hablar de los premios en este concurso. Dichos premios debían haberse anunciado en el número pasado, pero a última hora recibimos una verdadera lluvia de indicaciones y consejos de todas partes del mundo y estando la Convención a punto de celebrarse, Mr. Shauer y Mr. Seidelman decidieron, muy a pesar suyo, posponer el anuncio de los premios hasta esta edición. Creemos, sin embargo, que la calidad de los premios compensará con creces la ansiedad de la espera.

En una de las páginas de este número nos complacemos en dedicar

WORLD BEATING "BLOOD AND SAND" STUNT



This advertisement, told to 20,000 spectators in the Barcelona (Spain) Bullfight Ring, of the revival at Paramount's Coliseum of "Blood and Sand," the Paramount picture made from the novel of Blasco Ibanez, starring Rudolph Valentino. The stunt was a marvelous piece of publicity.

un elogio bien merecido a la ingeniosa propaganda a que recurrió la oficina de Barcelona para la explotación de "Sangre y arena." A nuestro parecer no se puede dar un ejemplo más perfecto de acierto constante que el que nos ofrece la oficina de Barcelona con sus continuas ideas brillantes para la explotación de las películas.

Una de las grandes producciones que pronto les ofrecerán ocasión de lucir sus habilidades en su explotación, es la reciente cinta de la Paramount con Emil Jannings de estrella. Se llama "The Patriot" (El patriota), y según la información que Mr. Shauer ha recibido de Mr. Lasky, esta película se contará entre las dos más grandes producciones en la historia de la Paramount. Será un espectáculo adecuado para todos los públicos y países, lo cual lo coloca en iguales circunstancias que "Alas" y "Los diez mandamientos." Además de Jannings, el reparto de la película incluye a Florence Vidor, Lewis Stone, Neil Hamilton y Vera Voronina.

Tres de las divisiones de habla española hicieron un magnífico papel en el último número de "Paramount alrededor del mundo." Las tres estaban por encima de la cuota, y dos de ellas se mantenían dentro del término medio de gastos de operación, y todas superaban con un buen margen las cifras correspondientes a igual época del año pasado.

"Alas" ha cumplido su 42a semana en el Criterion Theatre de Nueva York y empezará su segundo año el 12 de Agosto próximo, a partir de cuya fecha seguirá su curso hasta, por lo menos, Enero de 1929. Uno de los espectadores distinguidos que asistieron a una representación, durante este mes, fué Julio Ruiz de Alda, el ilustre compañero de Ramón Franco en su memorable vuelo de España a la Argentina. Mostróse altamente impresionado y no vaciló en augurar un éxito rotundo para la película en su país.

Y ahora nos retiramos hasta el próximo mes con la seguridad de que todos ustedes cooperarán con sus esfuerzos al éxito del concurso para el "Año triunfal" de 1928, y que cada uno de ustedes está convencido de que su propia división será la que se lleve el primer premio, justa compensación de los esfuerzos de cada uno en particular para el logro del ansiado fin.

WARSAW STAGES NEWEST TRIUMPH FOR "THE WAY OF ALL FLESH"

Gus J. Schaefer, general sales manager for Paramount in Central Europe, has received the following account of the triumph of "The Way of All Flesh" from E. J. Lipow, district manager for Poland:

The premiere of "The Way of All Flesh" yesterday at the Casino Theatre, Warsaw, was a tremendous success. The theatre was completely sold out, and huge crowds of people who could not get tickets, or to whom money was being paid back on account of lack of seats in the house, packed the street before the theatre.

The audience was deeply moved by this masterpiece and by Emil Jannings' wonderful and vivid acting, and heartily applauded after every performance.

Everybody in Warsaw is talking about this picture, and although the weather is getting fairly warm, I am sure that we will have a run with this picture of from six to eight weeks.

(sgd.) E. J. Lipow.

SOCK, SONG AND SCREEN



A trio of real celebrities, snapped at the Hollywood Studio where "The Racket" is being made for Paramount distribution with Thomas Meighan as its star. The three are none other than Jack Dempsey, one time heavyweight champion of the world; John McCormack, world-famed tenor; and Mr. Meighan, of film fame. And lest you be inclined to speculate, please be informed that immediately after this picture was taken, Dempsey did not fight Meighan with McCormack refereeing.

"CHANG," LA PRIMERA EXTRAORDINARIA DE NUESTRA TEMPORADA

Hemos roto el fuego con "Chang." Si alguna duda pudo haber, no con relación a la bondad insuperable de la película, sino al gusto del público por esta clase "sui generis" de espectáculos, esa duda ha quedado eliminada: el éxito obtenido por "Chang" en la velada de su estreno ha sido rotundo.

El público ha demostrado una comprensión grande y ha sabido apreciar el alto valor documental de esta película de la vida primitiva de un país exótico.

La temporada se inicia, pues, bajo los mejores auspicios y estamos seguros que las otras extraordinarias han de continuar la serie de éxitos tan felizmente iniciada con el estreno de "Chang".

PERHAPS THE MOST GLORIOUSLY INSPIRING EVENING IN OUR COMPANY'S HISTORY

On the evening of May Second, at the Convention banquet in the Carlton Hotel, Washington, the Vice President of the United States, the Secretary of the Navy, the Secretary of Commerce, a distinguished banker and a distinguished Congressman, paid the greatest series of tributes to the world-wide renowned Paramount Famous Lasky Corporation that have ever been recorded.

In the very heart of the United States government, these men gathered to speak sincerely and splendidly of the miracle work achieved by the motion picture, and to pay very especial tribute to the one organization which has led the motion picture industry ever since its first mark of greatness was established.

Otto Kahn, international banker, was toastmaster, and the highlights of his opening speech are given below. He in turn introduced our President, Mr. Zukor, and Mr. Kent, our general manager who made a short, sparkling and supremely stirring speech on the marvelously high calibre of man the Paramount representative is throughout the world. It was an address never to be forgotten by those who heard it.

Secretary of the Navy Wilbur told of how the motion picture had entirely remoulded the life of the sailor and had rendered a priceless service in making life happier and more livable for the man afloat. In this great mission, he said, the Paramount organization led the entire industry.

The address of the Secretary of Commerce, the Honorable Herbert H. Hoover, we give below, in order that you may realize to the full the international-mindedness of this great man.

In every fashion it will therefore be seen that this banquet in Washington which was more than a banquet, served to reveal to our organization what a mile of editorials and written tributes could never do—prove to us by official recognition that we are the pre-eminent motion picture organization, and that as such we have shouldered the greatest burden that there is in the motion picture industry today, the burden of progressive and constructive leadership.

We give you now the highlight excerpts from the addresses of the Honorable Herbert H. Hoover, and Mr. Otto H. Kahn.

Secretary Hoover's speech follows:

"It gives me a great deal of pleasure to have an opportunity to meet with the leaders of an industry in which I spend a portion of my time in my particular field. I am glad to have an opportunity tonight to see men I have met on other occasions, and for whom I have high appreciation for their development of not only a great industry but a great art.

"Mr. Kahn has paid tribute to the art and to the purpose, the great purpose, of the motion picture industry. As a matter of fact, as our civilization grows, one of its features has been an increasing leisure to our people. The problem as to how they may properly occupy their leisure is as important as how they may occupy their working hours. We have gone on in improvement of our national efficiency, in production, distribution, etc., and have reduced the working hours of the nation to eight hours a day. We also have about eight hours of leisure, and it must be a matter of study as to what they have to occupy themselves in that time.

"People are not given to crime during their working hours. Our problem is to give occupation of a stimulating character for their leisure. Your industry has periods of

stimulation of the ambition to a world of wider opportunity. It does more than that. It has made a great contribution to international life. Our international relations are somewhat like those of neighbors in an adjoining household. We hear their occasional gusts of laughter. We know something of their goings and comings. We witness their funerals, but we know little of the inner life of their self-denial and courage and affection that make up home life, the things that give inspiration and real spiritual growth. So it is in international life.

"But the motion picture has brought to the world a different appearance, not only of our own

people, but of other people to us. It has given the world an indication at least of the kindness and courage, the strength of character, the industry, and the affection of American life. We have likewise ourselves observed and appreciated the ways of other people, and in so doing it was made materially for the growth of kindly feeling and good will between nations. And in that connection we have seen great improvement in the character of the films sent abroad. Every year they command greater respect for the life of the American people. This condition it is fortunate for your industry to possess, for it is well that every industry have a greater purpose than that of its material accomplishments."

Otto Kahn's Address:

"I am under strict injunctions from your people and commanded to avoid anything in the nature of a boost of any film concern or any film product. However, I can not refrain—not as chairman, but in my personal capacity—from expressing my great admiration and regard for that brilliant leader of the industry, that kindly gentleman, your president, my greatly esteemed friend, Adolph Zukor; and, likewise, as tried and proven a friend, his associate, my good friend, Jesse Lasky. And connected with their names, one of their leading fellow workers, your immediate boss, Mr. Kent—and Mr. Katz.

"Self-made men, every one of them, holding their eminent positions by no pull, no chance, no favor, but solely upon their qualities of brain and of character.

"At no period in history have changes been so rapid, so decisive and so far-reaching, of such vital effect upon the ways of living, the manners and concepts of the people, as they have in the last 50 years, and more particularly in the last 25, in this country.

"To attempt enumeration and consideration of all the factors contributing to this extraordinarily stimulating advance would require volumes. Let me merely mention a few key words.

"The three factors which are the most notable single contributions to that democratic development and which have been nothing short of revolutionary in their social effects, are the automobile, the radio, and the film; and of these three, the latter, I think, even more than the two former.

In the earlier stages of the industrial epoch in which modern democratic conceptions had their birth, and up to the relatively recent past, the lives of the masses were set in rather a narrow, dullish provincial round, upon a background of sameness and routine.

"The movie has opened up for the plain people, and indeed for people in all stations, new worlds of knowledge, interest and variety. It has brought romance and beauty and novelty and stimulation into lives previously all too drab and humdrum. It has taken the average man and woman beyond the confines

of local experience to reveal to them the wonders and infinite potentialities of the greater world. By bringing to their visual knowledge the noteworthy events of the day, tho they may happen in the remotest corner of the globe, it is putting them in touch with the multifarious activities of their fellow men and women everywhere. It has given them a vast enhancement in historical and educational information.

"It has done far more than provide mere entertainment; it has been a great liberating force, both for the minds and the emotions of the people. And we all, rich and poor alike, must have outlets for our emotions once in a while. We must have exercise for the muscles of our soul as well as for those of our body. A sluggish soul needs stimulation no less than a sluggish liver.

"It is not uncommon to hear the movie charged with being trite, tawdry, puerile and lacking in taste. I am familiar with the adjectives because I confess that, not infrequently in the past, I have applied them to products of Hollywood myself.

"But glad tidings have come to me. I was at Hollywood recently and from what I saw there I believe we who have been critical will have to cease from scoffing and will have to modify our views and language very considerably indeed before long.

"Moreover, in judging the aesthetic standard in the past of Hollywood's output—(of which output the remarkable technical excellence and the effectiveness as a commercial product eagerly sought by the public thruout the world have never been disputed)—we must make due allowance for the circumstances which surrounded the birth of that industry and the first period of its development.

Films 20 Years Old
"However, in its modern meaning, the motion picture industry was born less than 20 years ago. The exploitation of the epochal invention from which it arose was open to everybody. The field was free.

"Those in possession of, or with access to, large capital looked at it askance. It was men of small means, self-made men starting from the bottom of the ladder, who discerned and set about to realize its potentialities and staked their savings, their credit, their very solvency on the attempt.

"Many fell by the wayside. A limited number achieved great success by dint of bold enterprise, strenuous work, adherence to sound business methods, broad vision and unusual organizing ability.

Policy Was Sound
"Is it to be wondered at—in fact must it not be admitted as being a perfectly sound and perhaps the only effective policy—that until its financial position was established beyond peradventure, its permanent earning capacity demonstrated, its public attracted and secured, the quality of the offerings of the film industry was gauged to the broadest and most elementary popular appeal?

"I believe it may definitely be said that this phase is passed and a new era is dawning. The financial position of the leading concerns is now secure beyond peradventure. The credit facilities at their disposal are ample. Their securities have a ready market. The public taste has advanced and become more discriminating.

Hollywood a Beehive
"If any one wishes to gain a full conception of the movies as a business, let him go to Hollywood, which, contrary to its legendary repute, is a veritable beehive of incessant hard work and strenuous application in place of the semi-idle playground which he may have expected to find, work gruelling and relentless in its demands upon ingenuity, patience and skill.

Talent From Abroad
"As to the art phase of the movies, I have already referred to this subject and expressed my belief, based upon personal observation, that a new era is dawning. It is astonishing to see how much of young
(Continued on Page 11)

OUR INTERNATIONAL POT-POURRI

In this age of flying, youth must have its wing!—*Aero Digest.*

Nobody ever listened himself out of a job.

The swaggerer is never sure of himself, or he would never swagger.

For general information, the government of Estonia has circularized the world to the effect that maps spelling the name of the country as "Esthonia" are incor-

rect. There is no "h" in the word—it is simply Estonia.

The best sales organization is the one that is best informed.—*S. R. Kent.*

International-mindedness is the greatest constructive frame of mind in the motion picture business today.—*E. E. Shawer.*

We are very happy to have coined a new word. . . . 'Menjouesque.'—*Jesse L. Lasky.*

The result of these labours is a truly magnificent film. The air thrills are the "greatest yet."
 —Reynolds Weekly, London.

In "Wings," a Paramount air spectacle, we have the greatest and most costly undertaking of the company which gave us "The Covered Wagon," "The Ten Commandments," "Beau Geste" and "Chang."—Empire News, Manchester, England.

"Wings" is a triumph of direction, of cinematography, and of daring, and should be seen by everybody.—News of the World, London.

"Wings" is a marvelous piece of work. To me it is nothing more nor less than a super-thrill. It is in a class by itself—just as "Chang" was.
 —Weekly Despatch, London.

To sustain me through a week of mainly sordid stories, I have had the remembrance of "Wings," the greatest picture of its kind ever produced—Sunday Graphic, London.

The war in the air had never been accurately filmed until the Paramount Company of America, with the assistance of the American Government's Aviation Services, made "Wings," correctly described as an epic of the air. There never has been such a film.
 —Glasgow Record, Scotland.

Since "Wings" opened at the Carlton on Monday night, there has not been an empty seat in the house. Hundreds of people are being turned away each night.
 —The Film Renter, London.

As it stands, "Wings" is an achievement unequalled in its scope.—Kinematograph, London.

The Carlton Theatre was swarming with airmen last night when "Wings," the big American air film, was given a first night. There can be no doubt of the film's popularity with all kinds of audiences.
 —Northern Evening Despatch, Lond.

A NOTABLE PIECE OF "WINGS" PUBLICITY

One of the finest 'splashes' of publicity we have ever seen for any picture was the double spread of photographs and reading matter which appeared in a recent issue of The Illustrated Sporting and Dramatic News of London. The layout of pictures told in graphic fashion the truth of the mightiness of "Wings," while the reading matter carried a stirring tribute to the picture and an announcement of the long list of notables to whom the Paramount epic of the air had been shown. Altogether a striking piece of publicity, and we heartily congratulate those responsible for it.

TRIBUTES TO "WINGS" FROM THE PRESS OF THE WORLD

Being Paragraphs clipped from a host of papers: each paragraph a gem of purest ray serene plucked from a setting of diamonds. Never in history has there been such an avalanche of praise.

The pictures of aerial battle in "Wings" are something entirely new in the film world. They are so extraordinarily vivid and so clearly bear the hallmark of authenticity that every filmgoer will be thrilled. They, too, show that "Wings" was made with ideals. The fact that "Wings" is one of the greatest of all pictures is merely the just reward of its producers.—The Sunday Pictorial, London.

"Wings" at the Carlton is drawing capacity business, and there are heavy bookings for weeks ahead.
 —The Daily Telegraph, London.

These flying pictures represent, beyond all question, the screen's most wonderful achievement in adventurous camera-work, and constitute, in their ensemble, the most marvellous collection of vertiginous thrills ever shown to the public.
 —The Sunday Express, London.

From the point of view of flight-pictures there is no question that "Wings," the Paramount film of War in the air, is among the major marvels of the screen. It is far and away the finest achievement of the camera in the air. It is so, not merely because the actual 'shots' are wonderful in themselves, but because there is a genuine beauty and thrill and character about them. Should certainly be seen by everyone.—The Referee, London.

"Wings," a sensational achievement in flying realism, has registered a great success at the Carlton.—The Daily Express, London.

Altogether, "Wings" is the finest aviation record yet made.—Reynold's Illustrated News, London.

The climax is one of the most moving we have seen. Staged, directed and acted in mid-air, it provides a really great moment in a thrill prodigal of legitimate sensation and thrill to an extent rarely achieved by the screen.—Cinema, London.

"Wings," the best flying picture ever made.—Evening Standard, London.

Mr. Churchill so enjoyed "Wings" that he went to see it twice within three days last week.—Manchester Guardian, England.

"Wings" has the greatest air thrills ever filmed.—Evening News, London.

"Wings" is attracting people who normally never enter a picture

theatre, and is generally acknowledged one of the best pictures ever made.—Daily Chronicle, London.

"Wings" is a 'wizard' show, as they say in the Air Force.—Daily News, London.

"Wings" is an extreme example of the lengths to which producers will go to-day to achieve realism.—Sunday Graphic, London.

"Wings" is an embarrassing success. It must be removed in a few weeks to make way for a new musical show which has a prior contract, and it steadily refuses to play to less than capacity. This picture is also setting up another record in respect of the number of celebrities it has drawn to the Carlton.—Daily Chronicle, London.

CARLTON
THEATRE
HAYMARKET W.



**Glorious Youth
Braving Death
above the clouds.**
Young love—fearing all
nothing—daring all.

Here was the real thing—the breathless adventure he had dreamed of for so many years—his first days spent in a pulsing plane, with his hair a whip of the air speeding through space with him.

Ahead of them—the enemy! And ten thousand feet in the clouds, these Scions of the Sky hurled themselves into a "dog fight"—man against man—plane against plane.

Here is an epic of breathless thrills, actually filmed against the heavens; and turned with the love of two pals for one girl.

CLARA BOW
CHARLES ROGERS
RICHARD ARLEN
and cast of 10,000.

ADOLPH ZUKOR and
JESSE L. LASKY present

WINGS

"The "Beau Geste" of the Sky
A Paramount Picture

TWICE DAILY 2.30 & 8.30
SUNDAYS 8 and 8.30.
Prices: Royal Circle, 10/6, 8/6. Stalls, 6/9, 3/6, 2/4.
Grand Circle, 4/6, 3/6.
Balcony, 2/4.
Telephone, 82001, 2211.



IN LONDON. Here's one of the prominently placed posters which contributed mightily to the success of "Wings" at the Carlton; a success which is most adequately reflected in the review excerpts given on this page. The circle in the lower right hand corner says "A Paramount Picture," and in the centre of the poster, in colors which did not photograph, was a Paramount Trade Mark.

ALDA Y "ALAS"

La semana pasada asistió a la exhibición de "Alas," en el Criterion Theatre, de Nueva York, el capitán Julio Ruiz de Alda, quien, como se recordará, tripuló el aeroplano "Plus Ultra" en el famoso vuelo Palos de Moguer-Buenos Aires en 1926. El capitán Ruiz de Alda, que es uno de los aviadores más notables de España, presenció la exhibición de "Alas" en compañía del comandante Adolfo H. de Solas, agregado naval a la Embajada de España en Washington, del profesor de aeronáutica D. Heraclio Alfaro y otras distinguidas personas. En opinión del capitán Ruiz de Alda "Alas es un película maravillosa. Da al profano en asuntos de aviación una idea exacta de la realidad. Su técnica es perfecta. Todo lo que se diga para ensalzarla es poco." El capitán Ruiz de Alda se encuentra en la actualidad en los Estados Unidos recogiendo datos meteorológicos para un proyectado vuelo de Sevilla a Norteamérica en agosto próximo para demostrar la posibilidad de establecer un servicio permanente de aeroplanos comerciales entre esos dos países. El capitán Alda se propone volver a ver "Alas" a su llegada a Nueva York en agosto en compañía del comandante Franco que comandó el aeroplano "Plus Ultra" en su vuelo a la Argentina.

AUSTRALIA'S SPLENDID "WINGS" EXPLOITATION

"Wings" opened on May 21st at the magnificent new Regent Theatre in Sydney, Australia. Prior to the opening, John E. Kennebeck wrote about the wonderful campaign of exploitation and publicity they were putting over, promising that the full story of the campaign would outclass anything ever attempted anywhere. At present that story is in the mails between Times Square and Reservoir Street; which means you'll have it next issue.

IN LONDON. One of the best of the series of "Wings" advertisements that have aided in the flocking of all London to see Paramount's air epic at the Carlton Theatre. The original advertisement was two columns in width and eleven inches deep. It was in a group of Paramount ads, all of which were surmounted by a Trade Mark.

Melville A. Shauer Sails for Europe to Assume Vital Post

Melville A. Shauer, who since last October has been a member of the Foreign Legion of Paramount, and who until April was in Europe on a special mission for this department, sailed last Saturday (May 26th) on the Leviathan as Special European Representative of the Foreign Department. He will establish headquarters in Paris, and from there his activities will radiate into all quarters of the European continent.

This marked and merited promotion comes to Mel Shauer as a milestone in a career which can well serve as a pattern to ambitious Paramounters in all parts of the globe: for Mel started in with a job which few would choose to tackle, and made of it an achievement worthy of ranking with the greatest successes in industry. He came with Paramount to take charge of the Ad Sales Department at a time when that branch of the organization was, as Mr. Kent so aptly phrased it, 'a kick in the shins,' and with his power of leadership and his uncanny skill of picking the right grade of Manpower, he converted that department into a revenue-producing unit which could stand alone, if necessary, as an eminently successful business.

That of course is but one chapter of the success of Mel Shauer. Business triumph is not the only requisite for success; a man shall be rated also as a man just as much as a Businessman. And here again Mel has triumphed; for he has a circle of friends which covers the world, and he has made them with a personality which inspires confidence, an ability which stirs am-



Melville A. Shauer

and a flair for doing the right thing in the happiest fashion: which leads one to the belief that our organization in acquiring him as a member, deprived the Diplomatic Service of a man who would have climbed the highest rungs on the difficult ladder of Ambassadorship.

And now Paramount's Foreign Legion has him for an ambassador; a carrier of the ideals and aims and policies of our world organization along the many-phased and multi-hued highways of Europe. A grand mission! And a great man to undertake it!

Our own pledge of service and support goes with him. Mel Shauer is 'soldiering' again on European soil, upholding the interests and ideals of Paramount. And just as an officer cannot even hope to exist without an army, so must we be the forces that Mel is not only

fighting with—but fighting for. So here's our pledge of support to him in his every Paramount undertaking!

A Mass Tribute

An action far more eloquent than words in expressing the tremendous esteem in which Mel Shauer is held, was the luncheon tendered to him by his Home Office Paramount and Publix associates at the Hotel Astor, New York City, on May 25th, the day before sailing.

There were 150 glad and sorry men gathered around the table—glad at Mel's success, sorry that success should take him away from their midst. At the head of the table sat the foremost executives of Paramount, an eloquent tribute to the popularity of the guest of honor. A. M. Botsford was toastmaster and his address was not only in the best Botsfordian humor, but the funniest that we have ever heard him deliver.

The tribute of Mr. Kent to Mel Shauer's popularity and success brought a glow to the heart of every man present, for each knew it as the truth, and each recognized in it one of the most sublime tributes our General Manager has ever paid. His references to the marvelous spirit of affection and comradeship existing between Mel and his Father—our own Legion Leader—were so splendidly phrased that every man present must have been made just a little better for having heard them.

The guest of honor was supremely touched and could say no more than his thanks, and the sincerest hope that he would always justify their faith in him.

G. N. Kates Made Foreign Department Studio Representative

One of the Paramount announcements at the recent series of Conventions was the fact that the Foreign Department would have its own special representative actually installed within the Paramount Studio in Hollywood. This man would be a liaison between the Home Office Foreign Department and the Department of Production, acting in an advisory capacity on all matters of foreign locale and customs,

and submitting testimony as to censorship barriers and other kindred matters. The appointment of such a man to so vital a post was regarded as a logical step of progress in the advancement of the motion picture industry as a world force for good.

Actual announcement of the appointment was made by Mr. E. E. Shauer at the Washington Convention. The man to gain the post is

Mr. G. N. Kates, whose qualifications eminently suit him for the importance of the work. He is a Harvard graduate, and his graduation from Oxford University will shortly be effected. Among his other honors is a Carnegie Fellowship, which took him many times into all corners of Europe. He has circumnavigated the globe, and has travelled into practically

(Continued on Page 18)

R. M. "Dick" Blumenthal to Europe as Mel Shauer's Assistant

A surprise announcement at the Washington Convention was Mr. E. E. Shauer's decision that at a date in the very near future, R. M. "Dick" Blumenthal will proceed to Europe as executive assistant to Melville A. Shauer.

This appointment will cap Dick's service of almost five crowded years in the Home Office of Paramount in New York. It was in 1923 that he came to the Crossroads of the World from France and started in on the very lowest rung of the ladder. (The employees down at East 25th Street still preserve the broom with which he used to sweep one entire floor of the Storehouse). Then through the various stages of the New York



RICHARD BLUMENTHAL

Exchange and other 'proving grounds,' he became one of the units of success in the Flying Gang of the Domestic Department's Drives. This work took him practically into every city of the United States, and it led in due course to his being selected by Mr. Seidelman as assistant to the Foreign Department's assistant manager.

Now comes another great promotion: and to a field where "Dick" will fit perfectly. He knows Europe remarkably well, and he has the added asset of speaking German well and French perfectly.

The date of his departure from New York is not yet set, but it will occur in the very near future.

WHEN MENJOU WAS MARRIED IN PARIS

On May 16th, Adolphe Menjou, Paramount star, and Kathryn Carver, featured player in Paramount pictures, were married in Paris. Colonel Marcel Brosse officiated, and later congratulating Menjou on his war record and his artistry as a film star, said: "You blend the qualities of the French and American races. We are proud to welcome you."

CENTRAL EUROPE GETS GRAND PARAMOUNT ANNOUNCEMENT BOOK

We have received from Paramount's publicity department in Berlin a copy of the very excellent announcement conveying the facts about the Paramount releases for 1928-29 to the exhibitors in Central Europe. To all responsible for the production of this piece of work we extend the most cordial congratulations, for seldom have we seen a piece of like work to compare in effectiveness and practicability with this one.

The pages of the announcement, contained within a blue and gold folder, carry news about the individual pictures on individual sheets; one side with illustrations and English text, the other side with titles, casts and story in German. A wide variety of colors has been used in printing, and the ensemble is not only pleasing to the eye, but productive of the greatest confidence in the films announced.

In this book we note that in the comedy team of Beery and Hatton, Beery is known as "Riff" and Hatton as "Raff."

This might be quite a suggestion for any of the Beery-Hatton pictures you have yet to play. But you needn't build too strongly on it as the team has been disbanded following "The Big Killing."

AUSTRALIA'S TRIUMPH OF "WINGS" COMMENCES

Monday, May 21st was the day which added Australia to the list of lands where "Wings" takes pride of rank as the greatest road show attraction of all time. The picture opened with tremendous success at the Regent Theatre, Sydney—a magnificent new house which is characteristic of the new era of motion picture theatre building at present time sweeping over Australia. News of the air epic's success was contained in the following cable sent to Mr. Shauer by John W. Hicks, Jr.:

"Wings" opened Hoyt's Regent, Sydney. Reception wonderful. Press and public unanimous in acclaiming its greatness and all marvel at its authentic realism and emphatically stress its strong international appeal. All set for long successful run. Music score and sound effects great. Regards."

NOUVELLES IMPORTANTES DE LA PARAMOUNT

Dans ce numéro de "Paramount Autour du Monde," il est notre privilège spécial, de vous donner en détails, et avec autant de photos que possible, une idée de ce qui fut, sans aucun doute, la plus grande de toutes Conventions de la Paramount. Ces Conventions furent divisées en trois assemblées, qui prirent place, l'une à Washington, une autre à Detroit, et finalement une troisième à San Francisco. De très importantes annonces furent faites, se rapportant à l'avenir de notre organisation; les productions pour l'année à venir furent aussi annoncées, et inclus dans cette liste formidable se trouve le film français, "La Femme Nue." Durant la dernière soirée de la première assemblée à Washington, un banquet fut le clou de la soirée, auquel l'organisation de la Paramount fut honorée comme aucune autre organisation dans cette industrie à jamais était payée hommage. A la table des orateurs, il y avait, entre autre dignitaires, Messrs. Le Vice-President des Etats Unis d'Amerique: Charles G. Dawes; Le Secrétaire du Commerce: Herbert H. Hoover; Le Secrétaire de la Marine: Wilbur; Otto Kahn était maître de cérémonies, et bien d'autres personnes chages notables s'y trouvaient aussi. Chacun de ces personnages, à l'exception du Vice-President, adressa l'assemblée, et dans leur discours inspirants, firent le panegyrique de notre organisation.

Ce fut une soirée inoubliable. Une soirée dont le merveilleux souvenir apporte aux coeurs de tous Paramountiens un sentiment de fierté.

A chacune de ces assemblées, la Legion Etrangère de la Paramount fut splendidement représentée. Non seulement dans les simples mais efficace décors de photos et de plaquettes, mais par les discours de ces Messrs. E. E. Shauer et J. H. Seidelman, dans lesquels ils rendirent justice à tous ceux de la Legion Etrangère qui furent responsables pour les résultats vraiment splendide de l'année 1927.

Ces discours qui sont toujours l'une des plus grandes attractions de ces assemblées jouirent cette année d'une plus grande popularité que de coutume, et nous sommes extrêmement heureux de pouvoir vous informer du fait que La Legion Etrangère de la Paramount, fit, une fois de plus, cette année, une apparence inoubliable. Un des détails auquel Mr. J. H. Seidelman donna grande proéminence dans ses discours, fut le Concours pour l'année 1928. Le Concours de "La Plus Grande Année." Mr. Seidelman expliqua en détail la façon dans laquelle chaque Paramountier dans chaque branche autour du globe aidera à la victoire, ou à la défaite de sa branche. Il fut démontré que dans les années passées le concours était d'habitude engagé entre les directeurs de branches, et les vendeurs; mais cette année, les frais d'opérations de chaque branche jouant un tel part dans le résultat final, les secrétaires, les inspecteurs, les clercs, en un mot, tous les employés, ont



AN INSPIRING ANNOUNCEMENT OF PARAMOUNT PRODUCT

Reproduced above is the very wonderful "Livre d'Or 1928-1929" issued by the French organization of Paramount and carrying the great announcement of product to the exhibitors. France's Book of Gold strikes a new and practical

un très grand rôle dans ce concours, et tous seront responsable pour le succès ou la défaite de leur branche.

Ceci est une chose qu'il ne faut pas oublier et dont il va falloir vous souvenir tout le temps.

Un des films qui fut montré à chacune de ces assemblées, et qui créa un enthousiasme inouï fut le nouveau film de la Paramount—"Le Patriote," ayant pour vedette Emile Jannings, et pour metteur en scene Ernst Lubitsch.

Tout ce que Monsieur J. L. Lasky nous a promis d'avance sur ce film, a été réalisé. Tout ce que M. E. E. Shauer nous en a dit, n'est que la vérité. Sans aucun doute, ce film est l'un des trois plus grands films à jamais produit par la Paramount.

A Washington il y eut une pré-

note this year, for the handsome gold and leather cover enfolds a book of more than 600 pages, the majority of which belong to the press and exploitation books issued for the various pictures. Thus with one master-stroke, the French organization has put over the message of the pictures themselves, each one announced by the title page of the press book, and it has also incorporated the cast and all possible details with regard to the production.

Every picture is made a separate entity by the binding of an attractive star photo between each press book, some of the photos being colored, while the remainder are printed in an attractive sepia.

At the commencement of the book are messages relating to the policy and the contents of the book, as well as much other data of value to exhibitors. The final pages in the book have been designed to serve a similar purpose to the date book which is so popular a feature in many countries.

To Messrs. Darbon and Simon we believe is due the major credit for the success of this year's "Livre D'Or," and we are happy to pay our compliments to the capital, effective and practical piece of work they have done.

sentation de "Wings" (Les Ailes), à laquelle 6,200 personnes étaient présentes, comprenant les Diplomates de presque tous les pays du monde. Cette épopée des cieux fut donnée une réception triomphale, et le flot de louanges continue jusqu'à ce jour.

Un objet qui provoqua une grande admiration à chacune de ces assemblées, était un agrandissement spécial d'une photo du théâtre "Le Paramount," de Paris. Cette photo excita une grande curiosité, et les représentants de la Legion Etrangère eurent fort à faire, pour répondre à toutes les questions qui leur furent demandées, vis à vis de ce théâtre magnifique. Durant les nombreux discours, c'est en termes flamboyants que M. Lasky et M. Kent en parlèrent, sans compter les choses



THE SOUTHERNMOST THEATRE IN THE WORLD

This is the Atheneum Theatre screening "The Top of the World" at the bottom of the world. The film house is at Oban, on Stewart Island, New Zealand, and is the southernmost theatre in the world. The exhibitor, Mr. Hamilton, is here shown with Paramount Salesman Walter Kritsch. This exhibitor screens Paramount Pictures 52 weeks a year, and his little township is due for a lot of publicity, as it will be from the wharf just one hundred yards distant from this theatre that Commander Richard Byrd will set out for the Antarctic, and his projected airplane flight over the South Pole. The picture of this flight, as you know by now, will be released as a Paramount picture.



"WINGS" IN JAPAN

Reproduction of a very striking and effective poster for "Wings" which has contributed to a very large extent to the success of this Air Epic in Japan. Observe the Trade Mark, and be advised also of the fact that the phrase "A Paramount Picture" is contained within the Japanese characters which constitute the announcement.

merveilleuses dites par Messrs. E. E. Shauer et J. H. Seidelman, en rapport avec ce theatre.

Même avant que ces lignes n'apparaissent, un des membres de la Legion Etrangère, aura quitté le Siège Social, en route pour Paris. Un membre, qui rapporta avec lui un récit inspirant de l'hospitalité remarquable qu'il recut lors de son séjour à Paris. Nous parlons de M. Melville A. Shauer, vous l'aviez sans doute déjà deviné, qui retourne à Paris pour accomplir un travail très vital pour l'organisation, et qui retourne, nous le savons, dans chaque coeur de chaque Paramountier d'une merveilleuse Division. Nous vous remercions pour tout ce que vous avez fait pour M. M. A. Shauer, et nous vous remercions d'avance pour la merveilleuse coopération que nous savons qu'il va recevoir de vous tous.

Dans le numéro du mois dernier de "Paramount Autour du Monde," et de nouveau dans ce numéro, vous observerez le nouveau système de classement, et la façon dont nous y arrivons. Avec un tel système vous pouvez aisément voir le classement de votre Division, et les efforts qui vous sont nécessaires pour atteindre le prix que vous désirez gagner.

Au sujet de prix, nous nous rappelons qu'après plusieurs délais nous sommes finalement capable d'annoncer définitivement la nature exacte des prix pour le Concours de l'année 1928. Vous trouverez cette information sur une autre page, et sans doutes les détails seront traduits pour vous. Nous pensons qu'ils sont typiques de la nature du concours de cette année et un véritable encouragement pour chacun de nous, pour faire de l'année 1928, la plus grande année de la Legion Etrangère de la Paramount.

OTTO H. KAHN'S ADDRESS

(Continued from Page 7)

talent is trooping to the colors of the movies.

"Working side by side with their American comrades, an appreciable portion of the art contingent at Hollywood is composed of talent from other lands—one might almost say all other lands. Following that enlightened practice which has always prevailed in America and which in the days of its greatest art achievements prevailed thruout Europe, Hollywood knows no national boundaries in art. It is gladly enlisting in the ranks of its workers unusual talent, whatever its origin, in order to make it fruitful in serving and promoting the cause of that great development. To a certain extent it is getting to be a kind of miniature League of Nations.

"Permit me to urge upon you, gentlemen of the selling force of the Paramount Famous Lasky Corporation, not to turn up your noses at the element of art in the movie. It is perfectly possible to be hard-headed without being hard-boiled, to be business-like without being a stand-patter, to be a hustler without underestimating the spiritual things of life.

"It is not merely that you have a duty in the premises—a duty arising from the immense, the wholly unprecedented power of the movie to be a factor in vitiating or in elevating public taste. Some one has said: 'Let who will govern the people provided I may write their songs.' If that is true, as in a certain sense and to a certain extent it is of song and poetry, it is far more true of the movies. And corresponding to the power of the instrument in your hand is your responsibility and your duty to use it wisely and well and for the public good.

"And now, gentlemen, with apologies for the length of this oration and with thanks for your indulgence, I am coming to the end of my remarks.

"The pioneers of the film industry, foremost among them Adolph Zukor and Jesse Lasky, are historic figures in the commercial records of America.

Have Produced Millions

"These men and their fellow leaders in the territory of the film, have produced untold millions of national values and wealth. They have created employment for hundreds of thousands. They have brought a new means of recreation, education and enlightenment into the lives of the masses, broadened their horizon, stimulated their interests, ministered to their emotions, and enriched their leisure hours. They have attained excellence of organization and technique unrivalled elsewhere. They are the architects of a new and genuine art.

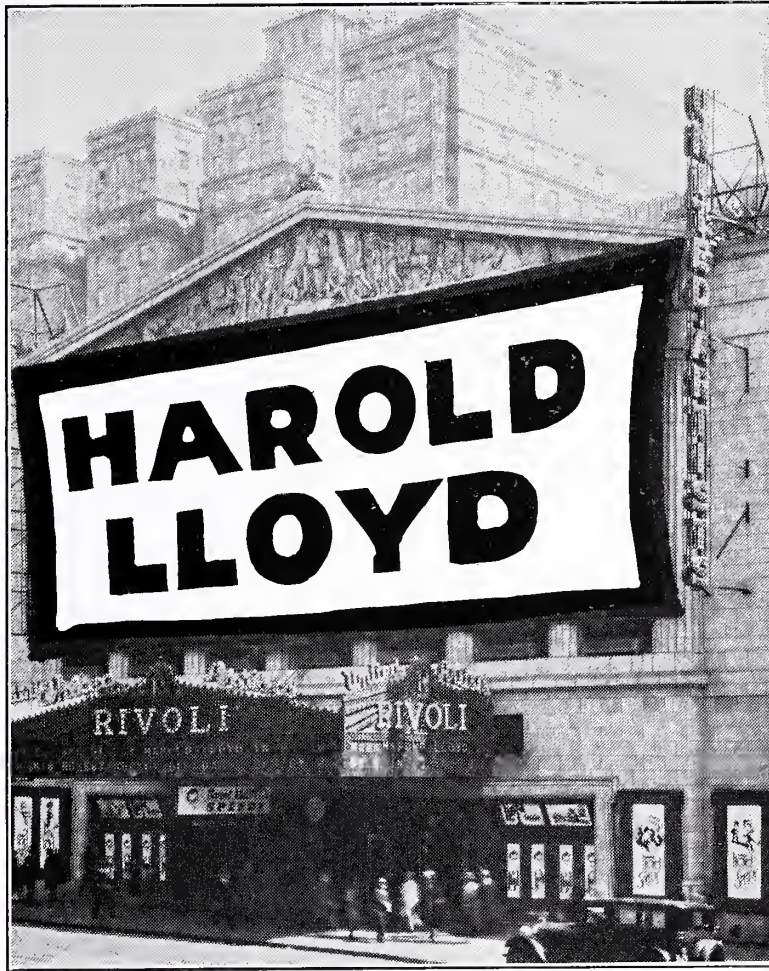
"They have used their power wisely. They have been firm in confining the film to its proper functions and have strictly abstained from using it as a means of agitation and propaganda and from dealing with controversial subjects. They have eschewed the highly spiced or salacious. They have aimed to adhere to standards of decency and idealism. They have builded their great edifice on the basis of integrity and solidity.

Been Faithful Stewards

"They have played fair, conspicuously so, speaking generally, both with investors and with their audiences. Indeed, they have given the people for the moderate price of a ticket not merely their money's worth but far more than a few short years ago it seemed possible to provide in return for so modest an outlay. In their movie houses, the people meet the utmost courtesy and are accorded comforts and accommodations far above what is available in any theatre or opera house. There has been and is no boosting of prices for particularly popular shows; there is no favoritism in the allocation of seats; there are no inside tracks to the box office; there is strict observance of the democratic rule: "First come, first served."

"These men have been faithful

(Continued in 4th Col.)



THIS BANNER DID MORE THAN A BAND

For several weeks, Harold Lloyd's newest Paramount release, "Speedy," broke record after record at the Rivoli Theatre, New York City. And this colossal banner, conceived by Russell B. Moon, of the Publix publicity forces, contributed in no small measure to that success. The banner measures 80 feet by 30, with an orange and blue color scheme. By night, a battery of arcs, and an obliging series of wind ripples, completed an effect which halted even blasé Broadway.

THE PULSE OF THE STUDIO

It has been the boundless good fortune of the writer of these few lines to have recently paid a personal visit to that gigantic nerve and sinew center from whence comes that life blood of our organization stream of Paramount Pictures—our Studio. He writes in the full thrill of knowing that not only are we given the honor of distributing the finest motion pictures possible of creating, but we are receiving them from a producing organization we are supremely proud to be associated with.

This visit to the studio was not merely a superficial in-and-out one, but was carried out with the desire of securing the pulse of the production organization from the merest property boy to the highest officials who are part of that gigantic plant. The result of this survey is summed up in the foregoing paragraph, wherein there is stated at the same time the practical reason for the excellence of our product. For, in the final analysis, no product can be any greater than the organization responsible for it.

And there was found out, too, that there is within the studio a great and ever broadening respect for, and admiration of, the work and the achievements of the foreign department. On every side there was displayed an ever-ready hand to help us with our multifold problems and the peculiar difficulties which we frequently encounter.

This desire for service was evident both in the marvelous co-operation extended to George N. Kates following his installation as the Foreign Department's Studio representative, and in the lavish display of foreign posters which formed so colorful a part of the thrillingly magnificent studio banquet which took place during the visit of the Convention delegation on May 17.

That this spirit of understanding, tolerance and service on the part of the studio for the foreign department will continue to grow and expand, this writer is positively certain. It is so well grounded, and so sincerely made manifest by every member of the studio forces, that it must become greater and more valuable in the interest of the Company's progress with every passing day.

You Legionnaires in all of the

(Continued from 1st Col.)

stewards. They are entitled to credit, confidence and gratitude. The great industry of which they are the guiding spirits, one of the very greatest exemplifications of American enterprise, vision and efficiency, is safe in their keeping.

"Now, gentlemen, from all that has been said you will realize, as we all do, that you can do a great deal to help bring the world into better shape and into harmony and create a tremendous wholesome influence. That is one of our privileges. It has been said that men are judged by the company they keep, and it may be equally stated and it is equally true that the company may be judged by the men it keeps. And in that sense, gentlemen, if you will accept my cordial wishes that you and your great company may long keep together for your own welfare, for the welfare of your great organization, for the welfare of American industry and for the good of all humanity."

PERSONALITY OF EMIL JANNINGS IS VITAL PARAMOUNT ASSET

When he spoke of Emil Jannings in reviewing the product at the Convention, Mr. Kent made this point very clear: that Jannings is something more than a Paramount star—that he is a live and tangible inspiration for the entire organization.

Out in Hollywood, said Mr. Kent, when Jannings is making a picture, there is about the studio an air of reverence such as only genius can inspire. Film cutters, script clerks, featured players, electricians, carpenters and hundreds of others sacrifice entire luncheon hours to the respectful thrill of seeing Jannings act.

He is The Master: he inspires his audience even as he glorifies his art. And proud we should be at being of the organization which has the services of this genius who has proven the claim of such an honor by giving us "The Way of All Flesh," "The Last Command" and "The Patriot."



B. P. SCHULBERG

Associate Producer of Paramount Pictures, and one of the very vital reasons for the wonderfully powerful and progressive pulse of the studio.

farflung outposts of the Paramount organization, will witness its growth in the types of pictures, the accuracy of locations and themes, and in all of the forms of publicity material reaching you. Your pledge to reciprocate in any and every possible way is already posted with the studio forces.

And that, it is thought, coincides perfectly with your wishes.



May 1928! Unquestionably the greatest month in all the history of Paramount! A month when our mighty world-wide organization paused a brief moment at the foot of that last tough path up the mountain of Greatness, heeded the plaudits and the praise of those whose tributes are few but immortal—and then started the climb up to where Fame is everlasting when grasped by the worthy.

In more prosaic, but none the less sincere, words—the month of May witnessed the greatest series of really genuine Paramount Conventions in all the history of the Company. Conventions at which the prevailing and all powerful note was that of stark sincerity and unswerving truth. They were gatherings which had woven into them more of the destiny and boundless potentiality of the company than any similar meetings of the past, and from them there will come many times the benefit and the progress which have come from other Conventions.

It will be when you remember some of the similar gatherings of the past that you will grasp the full significance of this one, for we have ever gone from one greatness to a greater one. But everything relating to those past Conventions—save only the manifold advantages which have accrued from them—is wiped out by the series of Conventions which commenced in Washington on April 30th, and ended in San Francisco on May 16th. During this epochal span of time, four days were spent in Washington, four in Detroit and four in San Francisco, the last mentioned being followed by a two day visit to the studios in Hollywood before returning to New York.

The many words which follow represent an attempt to tell of what happened during this history-making span of time. It will be written, too, of how the Foreign Legion of Paramount gave a marvelous account of itself: of how Mr. E. E. Shauer, Mr. Melville A. Shauer and Mr. J. H. Seidelman carried to the great gatherings the superb story of all of your achievements, and of what you plan and promise for the future.

There will be an attempt made to set down in words the spirit of the Conventions; for there was a spirit which pervaded the entire proceedings, a spirit which brought the unmistakable atmosphere of greatness into everything that was said and done, and if we can convey something of that spirit to you we will consider that we have done a happy piece of work.

The Proceedings as a Matter of Record

The roll-call, April 30th, in Washington, brought an eager note in the responses which betokened a new and vital enthusiasm.

Then George Schaefer, as leader

of Division One of the Domestic forces, voiced the note of welcome to the Home Office executives, the Foreign department representatives and the very large delegation of Public Theatres representatives who were attending.

His address was answered by Mr. Kent, who straightway launched into the various reasons why the entire motion picture industry is passing over the threshold to a new era in filmdom, and that a new type of Convention would

ABOVE. Here are the delegates to the memorable Convention in Washington. Mr. Shauer is shown just to the left of Mr. Kent in the centre of the group. Mr. Seidelman is in the front row, about a third of the way from the left. All other Legionnaires you should be able to promptly identify.

spring up from the foundations laid by the present type. He told of the various important reasons for the Convention being held in Washington, and he stated that he knew his hearers would appreciate these reasons. He also voiced the organization's thanks to Emanuel Cohen for the superb banquet arrangements, about which they were to learn later.

His introduction of Mr. Shauer, and his congratulations to Paramount's Foreign Legion were of that glowing quality which makes striving a joy and accomplishment a token of thanks for inspiring leadership. (The subsequent addresses of Mr. E. E. Shauer, Melville A. Shauer and J. H. Seidelman will be found elsewhere in this Convention report.)

Paramount News and Other Short Features

Mr. Kent's introduction of Emanuel Cohen, director of Paramount's Short Features Department, and editor of Paramount News, voiced not only a marvelous appreciation of Mr. Cohen's work, but also gave sincere thanks to the great contribution of manpower which he had made to the organization's ranks. Mr. Cohen gave a resumé of the work of Paramount News, told of its unbroken line of world-wide 'scoops' and announced the ways in which the News during its second year would profit by the mistakes of its first.

In the realm of other Short Features he announced that there
(Continued on Page 14)



THE FOREIGN LEGION'S VOICE IN THE CONVENTIONS

The Addresses of Messrs. E. E. Shauer, J. H. Seidelman and Melville A. Shauer

Once again there was accorded to the Foreign Legion of Paramount the honor of opening the Convention; and once more the throng of Paramount delegates listened, keenly absorbed, to several hours of such news, information and achievements as they genuinely look forward to hearing for an entire year.

Mr. Shauer shared with Melville A. Shauer the telling of the wonderful story of his travels through the majority of Europe's countries, and the trip to northern Africa. It truly made a fascinating story, and in this fashion all of the countries which these two great Paramounteers had touched at, thus enjoyed the distinction of greater representation at the Convention. Accounts of great exploitation achievements with "Chang" in Spain, Italy and several other lands were given interestingly; and the delegates learned all about the great success of "The Way of All Flesh" in Austria, Poland, Czecho-Slovakia, Germany and France. Germany, Sweden and France came in for considerable mention on account of new developments in theatres and presentations, while England's participation was reflected in the marvelous "Wings" performance, and the attraction which the Paramount theatres in London have for Royalty and foremost citizens.

Australia had a full share of mention through its "Chang" performance and the great advancement made in theatre building. Japan had cheer-provoking representation through its staggeringly successful performance with "Wings"; and of course all of South and Central America came in for particular mention after Mr. Shauer had gotten through the personal visit to Europe phase of his address.

Later, Mr. Shauer told of the inauguration of a liaison branch of

the Foreign Department in the Hollywood studio, this branch to assist the production department in securing every possible degree of authenticity. George N. Kates, selected by Mr. Lasky, was announced and introduced by Mr. Shauer as forming the nucleus of this branch. His qualifications for the post were announced, and it

was generally agreed that he fills the job perfectly.

Another of the highlights of Mr. Shauer's address was the reading and the displaying of figures showing the actual numbers of Paramounteers in the Foreign Legion according to nationality and race. This provoked an immense amount of interest.

It directly led to an announcement of the terrific volume of work which has kept so many of the division leaders in their respective territories, and thus prevented them from attending the Convention. He read cables from many of them, and these provoked great applause. The four delegates who had attended—John L. Day, Jr., Arthur Pratchett, Tom D. Cochran and Harry Novak—were personally introduced by Mr. Shauer, (Continued on Page 15)



OUR INSPIRED AND INSPIRING LEADER. Not only did Mr. Zukor experience the greatest thrill of his life on the occasion of the Washington Convention Banquet, but his address to the delegates on that afternoon was easily the most stirring and sincere message that Paramounteers have ever heard him deliver.

ASTOUNDING FAN MAIL FIGURES

Arch Reeve, director of publicity at Paramount's Hollywood Studio, gave the following amazing but authentic figures of the number of fan mail letters received **EACH MONTH** by the most prominent of the Paramount stars and players:

For April 1928

Clara Bow	35,000
Charles Rogers	20,000
Richard Dix	12,000
Bebe Daniels	11,500
Mary Brian	11,000
Esther Ralston	8,000
Richard Arlen	6,300
Gary Cooper	6,000
James Hall	5,000
Louise Brooks	4,700
Ruth Taylor	3,300
Clive Brook	2,500
Evelyn Brent	2,000
Fay Wray	1,000
Nancy Carroll	1,000

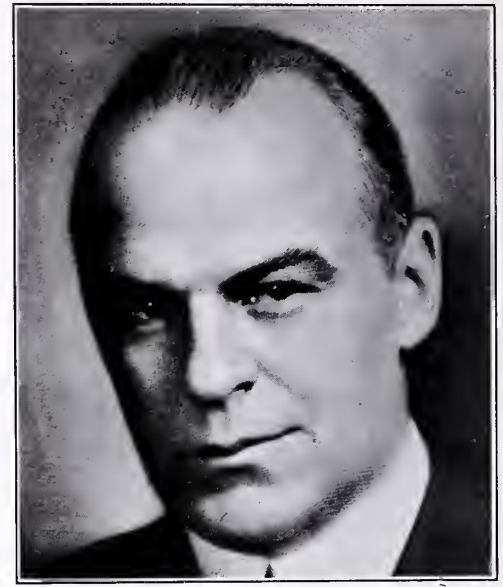
This record is all the more memorable and worthy when it is stated, upon official authority, that there are only ten stars in all the film industry who receive in excess of ten thousand fan letters a month, that the highest other female star is less than fifty percent of Clara Bow's achievement, and that the nearest male contender to Charles Rogers is at the fifteen thousand mark. It is also noteworthy to record the fact that the highest mark achieved by the late Rudolph Valentino, was twelve thousand five hundred.

All of these figures are officially authenticated, and are truly fine proof of Paramount supremacy in the fan mail field, as in all other fields of the motion picture.



CREATOR AND DISTRIBUTOR

Mr. Lasky thrilled the three Conventions with his wonder story of the superb Paramount Pictures which his Production Department will create during the coming year: and Mr. Kent thrilled the gatherings with his power-plus plans of the manner and scope of the distribution of these pictures throughout the world. Never has Mr. Lasky been more convincing, and never has Mr. Kent been more dynamic, than were these two great Paramounteers at the just-completed Paramount meetings. And it will be in their Plans, Aims, Prophecies and Hopes that our own efforts will be reflected: for they expect us to live up to our claim of 1928 as our "Greatest Year!"—and we expect to also!



THE CONVENTION (Continued from Page 12)

will be 32 Christie Comedies this year instead of 42 last year; 2 Horton Comedies left from last year, and 12 two-reelers of the "Great Stars and Authors" series. Also 26 Krazy Kats and 26 Out-of-the-Inkwell series.

Visitors

Charles Christie spoke for his organization, and announced that they are putting an extra seven to eight thousand dollars per picture into the making of their comedies and this must inevitably improve the quality.

Daniel Frohman, the eminent stage producer, and a director of Paramount, then told of the "Great Stars and Authors" series, and gave a thoroughly interesting discourse.

Third of the visitors was George Palmer Putnam, the eminent publisher and Arctic explorer. His mission was to tell of Commander Byrd's forthcoming expedition by air to the south pole, the motion picture record of which will be handled as a Paramount picture.

That Concluded the Morning of the First Day

In the afternoon, George Schaefer gave a resumé of the Short Feature situation, urging that the Paramount News is being under-sold, particularly as it is one of the greatest audience attracters in the business today. Many of the district leaders present gave visible evidence of agreeing with him, so it seems that this situation is to be swiftly remedied.

The problem of the small town business—and that is a problem which is international in character—was extensively dealt with by Harry Ballance. The ultimate conclusion, however, was that the small town problem resolves itself down to a host of individual problems, one for each small town, and that the solution is individual local treatment, tempered with justness and a sane appreciation of the particular town's potentialities—all of this plus consistent application.

Frank Meyer, general manager of Paramount's purchasing department, and a charter member of the Paramount organization, then gave a brief but effective address, he

having remembered Daniel Frohman's recalling of the Arab proverb which says: "Wisdom has ten parts—nine parts of silence and one part of brevity."

The bestowal of the gold buttons on the members of the Hundred Percent Club brought the first day of deliberations to a close.

The Second Day

Mr. Kent opened the second day by reading a thoroughly humorous telegram from Richard Dix, convalescing after an almost fatal illness.

This was succeeded by a fervently sincere introduction of Mr. Lasky, whose mission it was to acquaint the delegates with the precise nature of the Paramount Pictures for the coming season. Mr. Kent announced with complete pride that the first quarter of the present year was the greatest quarter in the Company's history, and that it was no difficult matter to see the tremendous part in that success played by Mr. Lasky and the boys of the production department.

Jesse Lasky first paid tribute to the great executives of the Company—to Mr. Shauer and the Paramount Legionnaires—and to the

A PROPHECY

We are tucking this away in a little inconspicuous box so that we may refer to it a year hence and see whether we were right or wrong.

It is our prophetic contention that the Convention next year will consist of a series of about six regional meetings, in New York, Chicago, New Orleans, Denver, Dallas and San Francisco, attended by a flying contingent of Home Office executives. And that this contingent really will fly in one or more trimotor planes from New York, around the circuit and back to New York again. In this it will be the very first flying convention of the motion picture industry.

boys of the Atlanta exchange who won the Lasky Booking Contest. He stressed the fact that the day of merely paying compliments was past, and that he was before his audience to give them the sober, debunked truth about what they had done, what they were expected to do, and what they were expected to do with it.

Then he got right down to the business of Paramount importance—the program of product, which he said was this year being designed to stress youth. He pointed out that Paramount's present star line-up is composed almost exclusively of youth, and he announced that he was prophesying that the following players, in the given order, would be the stars of the near future: William Powell, Gary Cooper, Fay Way, Evelyn Brent, James Hall, Clive Brook, Nancy Carroll, Mary Brian, Richard Arlen, Louise Brooks, Ruth Taylor and Fred Kohler. All of these players are under long term contract to Paramount, and all of the facilities of the Company are being placed back of them.

The actual details of the product—pictures, titles, stars, featured players, directors, authors—are in the announcement books which have been sent to every office; and they have been more comprehensively dealt with in letters which have gone out over the signature of Mr. Seideman.

The fact remains, though, that this is how we feel about the product: we want both you and ourselves to forget all that has ever been said about product in the past, and we want you to know that the positive, sober and unalterable truth is that the Paramount Pictures for 1928-29 are the finest, sanest and most certain-to-be-successful that we have ever had the proud privilege of receiving for distribution around the world.

The Screenings

Then, far more as a phase of knowledge than as any vindication for what had been said, we were shown George Bancroft in "The Drag Net" and following it, Emil Jannings in "The Patriot." Both of these pictures are reviewed elsewhere in this issue.

PARAMOUNT'S HUNDRED PER CENT CLUB IS IMMORTAL

One of the dramatically inspiring announcements at the series of Conventions was Mr. Kent's declaration that Paramount's Hundred Percent Club, designed to honor and recognize the pre-eminent salesmen, bookers and ad salesmen of the Domestic Department, will be preserved for all time.

The idea was originally Mr. Kent's own; and in order that it may be retained for evermore, Mr. Kent has written into his will a provision which insures the perpetuity of the Club.

The Third Day

This was Mr. Kent's great day, and a truly great day for those so fortunate as to be members of his audience.

His commencement was an expression of heart-deep thanks for the actual and spiritual guidance he had received from Mr. Zukor and Mr. Lasky during the year. And his thanks also embraced Mr. Shauer and his foreign division, Ralph Kohn as treasurer of the company, and George Schaefer as leader of Division One. In speaking of the Foreign Legion, he stressed the manner in which Paramounteers must first of all be diplomats before being salesmen, and once more he paid great and sincere tribute to the Legionnaires and the work they are doing.

In telling of his association with the legislators of the country, and with the great influential leaders of foremost societies, Mr. Kent said that it afforded him the greatest pride to be able to point to the records of the Company with such pictures as "Chang," "Moana," and several others of this character, for these pictures brought the Company a tremendous amount of prestige.

Later, when he had concluded a resumé of the product which had been told about the previous day

(Continued on Page 16)

THE CONVENTION

(Continued from Page 13)

and were greeted very warmly. Mr. Shauer also introduced Mr. Palagyay, who has since departed for the Paramount office in Budapest, Hungary, and Harold Sugarman, at present undergoing training in Paramount's New York exchange. His final announcement was the one concerning R. M. "Dick" Blumenthal, which is found on another page in detail.

Mr. Seidelman fully and splendidly outlined the 1928 "Greatest Year!" Contest, a feature of the Foreign Legion's activities which has won the very warm interest of the entire Paramount organization by its comprehensiveness and its utter fairness. He then spoke of the very marvelous performance of "Chang" throughout the world, and of how the Foreign Legion had lived up to Mr. Shauer's pledge to Mr. Lasky on this picture. He corrected the belief that the remainder of the world is a long way behind the United States in release of Paramount pictures.

Then the very vital quality of international-mindedness, formerly touched upon by Mr. Shauer, was given very pungent attention, Mr. Seidelman insisting that it should be practised by every member of the organization, whether domestic or foreign. He urged that every Paramourteer should think in terms of the company, rather than as an individual, for the problem of a department was really the problem of the company.

Melville A. Shauer's introduction of himself was one of the most original features of the entire convention; and his subsequent discourses upon the various fascinatingly interesting phases of his European trip were the meat and the life of many subsequent informal gatherings among the delegates. He is truly beloved by Paramourteers everywhere, and with his departure for Europe on May 26th the Domesticaires realized that although his going was their loss, it was most decidedly Europe's gain.

With the conclusion of this address, the Foreign Department commenced the equally pleasant task of listening attentively to the work and the reports of the various other speakers, in surroundings which, through the agency of flags of all nations and one-sheet posters from all lands, were completely symbolical of the world-wideness of our Paramount organization.

Paramount's Foreign Legion Splendidly Eulogized in Detroit

The address made by Mr. Shauer in Detroit was quite the finest and most inspiring that the Legion's Leader has given at any Convention, and it met with a thunderously fine reception.

A record year in the history of the foreign department was shown in all of the phases of its achievement, and in association with all of these phases, Mr. Shauer paid full tribute to all of the Legionnaires who had made for that success. He revealed the truth about



LEADER OF THE LEGIONNAIRES

Mr. Shauer's supremely inspiring declamations on the aims and achievements of Paramount's Foreign Legion—and particularly his expressed viewpoint on the momentous importance of International-Mindedness—brought new fame and even higher esteem to the Legionnaires at the Conventions.

the surprisingly small overseas delegation by showing that it was the mighty success of last year and the consequent commencement of a still greater success this year which had kept so many of them within their own territories.

Individually he named the leaders, and to his audience he explained the individual problems and manifestations of forthcoming record successes connected with each of the territories. England, Australia, France, all of South America, Germany, Italy, Spain, and many other parts of the world he told about; and he cited the achievements of the men and women in these respective lands.

Given also was a brief but utterly colorful and informative resumé of his travels through Egypt and Europe; and then a final and forceful play for international-mindedness—by which we can all look at the Company as an entity, rather than of having us regard

our own particular job as constituting the Company.

MR. SEIDELMAN

In Detroit, Mr. Seidelman again distinguished himself by delivering a punchful and thoroughly interesting address, wherein were outlined the main features of the contest of last year, and the aims of the 1928 "Greatest Year!" Contest.

He, too, dealt with international-mindedness, for this subject possesses an importance which we must not for an instant overlook, especially in view of the fact that it is just as important for us to be internationally-minded with regard to the domestic department as it is for them to be internationally-minded with regard to us.

Mr. Seidelman also gave a few selected facts regarding the marvelous performances abroad of such pictures as "Chang" and "The Way of All Flesh": told, too, of the number of Paramount theatres

that there are, and also of the steadily upward growth of the standard of new theatres being built in all parts of the world.

In a great many ways throughout the five days of the Detroit Convention, the Foreign Legion of Paramount came in for a truly staggering volume of praise—from the production department, from the distribution department and individually from a great many of the speakers. It was all very gratifying, especially in view of the soul-stirring efforts which are being put forth towards making 1928 our "Greatest Year!"

A BUNCH OF REGRETS

The Convention was one glorious parade of Triumph and Inspiration all the way from New York back to New York, via Washington, Detroit, Chicago, San Francisco and Los Angeles. But, even as there must be a few dark clouds at the most glorious sunset, so were there a few clouds of regret at all of the Conventions.

Mr. Shauer voiced many of these regrets when he said how sorry he was that force of circumstances prevented such Paramourteers as John C. Graham, John W. Hicks, Jr., David Souhami, M. J. Messeri, Adolphe Osso, Ike Blumenthal and several others from attending the marvelous series of meetings. These regrets were most sincerely re-echoed by the delegates of all Conventions, with whom all of these men are prime favorites.

And, regrettable as regrets always are, it was at the same time wonderful to see again a proof of the tremendous esteem in which these Legionnaires are held.

DIVISIONS GAVE GREAT PRAISE FOR "BREMEN" NEWS REEL "SCOOP"

As reported last month, Paramount not only "scooped" the world in securing the film record of the arrival of the German-Irish fliers in Labrador, but Paramount News also "scooped" the world in its distribution. Appreciation of this fact was voiced by many of the Division leaders in cables and letters to Home Office, praising Traffic Manager Stilson and his department in handling of shipments and making the necessary steamer connections.

THE PARAMOUNT CONVENTION BANQUET AT DETROIT



Gathering of executives and delegates in the Book-Cadillac Hotel, Detroit, to mark the conclusion of the second of the triumverate of Paramount Conventions. Mr. Shauer is at the speaker's table, sixth from the right. Mr. Seidelman at the first table on the left. (He is indicated by the shadow of a table lamp on his chest.) Charles Rogers is at the same table, with his back to camera. John L. Day, Jr. is at Mr. Seidelman's right.

MORE ABOUT THE CONVENTION (from Page 14)

by Mr. Lasky, he delved deeply and super-intelligently into a host of the vital problems which constitute our organization's success.

It is a positive fact, Mr. Kent said, that we are now beginning to receive the full dividends on our Manpower investments of ten and eleven years ago. We have preached the vitalness of Manpower incessantly, and our vision is now truly materializing. Then there is the problem of taking care of the futures of the youth coming up through the ranks of Paramount, and of seeing that the achievements of these young Paramounteers are fully recognized. In this respect Mr. Kent announced the formation of a special department under the management of Leonard J. Cushing, whose purpose it would be to keep an accurate tabulation of the performance and promise of every young member of the domestic department, in order that merit might be recognized and rightful promotion given as earned.

Finally, Mr. Kent gave that marvelous summing-up which the delegates look forward to for an entire year: and in which there is embodied the past performance of the Company, its present status, and the assured and certain manner in which it is going to draw farther and farther away from its nearest competitor in the great motion picture race for supremacy.

The next momentous step was the Banquet, dealt with elsewhere.

The Fourth Day

This was a day of varied and fascinating interests. Charles McCarthy told of the publicity plans of Paramount from the national viewpoint, and then introduced Arch Reeve, who told of them from the studio viewpoint, and particularly from the viewpoint of the fan mail situation. Statistically, this is dealt with elsewhere; but one fact mentioned, and worth repeating thousands of times, is that more than one million letters were received by Paramount stars and players from fans last year, and that this number will undoubtedly be two million for 1928.

M. H. "Myke" Lewis spoke briefly but snappily on the current Hundred Percent Contest and was positive that it is the most successful demonstration of Paramount Manpower we have ever known.

The point of a new and modern type of national and trade paper advertising to reflect the new and modern type of Paramount Pictures was stressed by Russell Holman, advertising manager. He also gave some illustrations of the advantages which have accrued to co-operative advertising campaigns. His remarks were augmented by A. O. Dillenback, of the Hanff-Metzger agency, who dealt with the manner in which correct advertising could increase any wise exhibitor's box office receipts.

Mr. Kent, in introducing James A. Clark, first of all announced his appointment as Ad Sales Manager to fill the post left open when Melville A. Shauer joined the Foreign Department. In thanking Mr. Kent

for this high honor, Jim Clark gave all credit to Mel Shauer, whose guidance, judgment and fair-mindedness alone were responsible for his success. He only hoped that he could follow in Mel's steps, not only as a business executive, but also as a man. He followed this tribute with one of the most constructive addresses on picture values and the building of good will that any convention has ever heard; and it is not untimely to make mention here that Mr. Kent later confessed that to him the greatest thrill of the entire Convention was the success of Jim Clark, for in this success there is reflected the true spirit of Paramount, Jim having come all of the way up from film packer and poster boy to be manager of the domestic ad sales department in less than seven years. Something to be proud of! Not only for Jim Clark, but for every Paramounteer in being a member of an organization in which such things are not only possible, but actually happen.

Leon Bamberger gave as his contribution a series of two very punchful and business-stimulating telegrams to be sent by the dele-



GEORGE THE GREAT

An uncommonly good photographic study of Paramount's Power-punch Star, George Bancroft, to be seen soon in "The Drag Net" and other thrill-packed pictures.

gates to their principal accounts. Even in this phase of the Convention was the spirit of newness evident, and it became more and more evident that there has come to the business of holding conventions a new and revivifying order of things.

Then the meeting switched back to Mr. Kent, for this was to be

GEMS OF CONVENTION WISDOM

Every year we gather from the Convention addresses made by our leaders, some gems of the purest ray serene which we think should be preserved for posterity. Here are some that we gathered this year:

"To bask in the sunshine of Mr. Kent's leadership is a tremendous privilege."—E. F. Shauer.

"There isn't a shadow of a doubt but that Paramount is coming through with the greatest program in all film history."—Jesse L. Lasky.

"The Foreign Legion of Paramount, more than any other department of our great organization, believes in, and uses at every possible opportunity, the Paramount Trade Mark and the line 'A Paramount Picture.' They should be an inspiration to all of us."—S. R. Kent.

"The future profits of our Company will come as much out of what we can save as out of what we can earn."—S. R. Kent.

"We are about to cash in on all of our manpower building of the past eleven or twelve years."—S. R. Kent.

"The real stars, year in and year out, of the Paramount organization, are the executives, the men in the field, and the members of Paramount's Foreign Legion."—S. R. Kent.

"Calling our annual sales effort a contest is a misnomer. It is more strictly a method used to record the strength of our Manpower."—George J. Schaefer.

PARAMOUNT PICTURES VIEWED AT THE CONVENTIONS

One of the great thrills of the Conventions each year is the program of new product previewed for the delegates.

And the greatest thrill of any convention in this manner of speaking was unqualifiedly the presentation of "The Patriot," the Emil Jannings picture so superbly directed by Ernst Lubitsch. Never will this film be better described than it was by a celebrated man who, after the screening, disbelieved that he had seen the picture, because his imagination did not believe that a motion picture could ever be so great and so stirringly sweeping. You will know the majesty of this picture when you receive it for distribution!

Also screened were "The Drag Net"—a smashing, red-blooded, two-fisted George Bancroft feature; Richard Dix in his newest sport romance—"Warming Up;" Adolphe Menjou in "His Tiger Lady," and Florence Vidor as "The Magnificent Flirt."

All perfect mirrors of the super-excellence of the Paramount picture product which the near and distant future holds.

the final summing up of the Convention. Among other things which he stressed was the tremendous advancement made during the past year by the Studio publicity force under the direction of Arch Reeve; the excellent records made in Advertising and Publicity by Russell Holman and Charlie McCarthy; the fact that our campaign of national advertising, in proportion to our revenue, is far greater than that of the Ford organization; the announcement of a colossal national advertising campaign in American newspapers during August; and the fact that he is always going to talk about and vehemently stress Manpower, even if he has to come to Convention in a wheel chair. The great Washington banquet, he said, was more than anything else a tribute to Manpower, for when he gave figures of the average age of the delegates to the Honorable Secretary of Commerce, Mr. Hoover was pleasantly surprised.

The concluding stressed point of the Convention was Mr. Kent's announcement that we are facing the toughest competition of our lives this year, and that this fact made him glad, for it is unsafe for an organization to be tasting of the fruits of leadership in easy times, as easy times make easy victims; whereas the real test of leadership is the maintaining of that leadership under pressure.

HOW DENMARK PRAISED "THE LAST COMMAND"

Writing to Mr. Seidelman from Copenhagen, Denmark, Mr. P. Salomonsen, manager of the Paramount office there under the direction of General Manager Carl P. York, submitted some excellent evidence of the great reception accorded Paramount's Emil Jannings picture, "The Last Command." This evidence appeared in the leading Copenhagen newspaper, "Nationaltidende," under the heading of "A Picture That Creates Attention:"

"It is seldom that a picture creates such attention in this country as 'The Last Command,' the big Jannings film which is being shown in the 'Kino-Palace,' has done. It is at present running in its fourth week, but if it is going to attain the success it deserves, it will not be taken off the program for a long time to come, because it is long since anything so magnificent has been seen here as Emil Jannings' performance.

"If we, as they do in America, had the custom of awarding prizes to the season's best pictures, there is no doubt that this one would be worthy of a prize as being the very best picture presented this season."

MORE TRIUMPHS IN AUSTRIA FOR JANNINGS

Max Wirtschafter, manager of Paramount's office in Vienna, pre-released "The Way of All Flesh," in Linz, Austria, and so great was the success that he wired to Gus J. Schaefer in Berlin:

"Today's premiere of 'The Way of All Flesh' in Linz brought the greatest success ever experienced in this city." (signed) Wirtschafter.

SERVING PARAMOUNT AROUND THE WORLD

NORMAN KOHN was a member of the Argentine Division who did his great share in not only helping Argentina win the Drive of 1926, but also of helping the "Gauchos" bring the Desk of Mr. Lasky to Buenos Aires during that super-spirited contest of 1927. He is one of those Paramounters entitled to the distinction of being termed a pioneer in the film industry, he having been a member of the Realart organization in New York a number of years ago. At present he is in Rio de Janeiro as a very important member of general manager John Day's sales staff.



Norman Kohn



Rudolf Jellinek

RUDOLF JELLINEK is Paramount's branch manager in Prague, Czechoslovakia, having been promoted to that post from Warsaw, Poland. You've seen Mr. Jellinek's name in these pages quite a lot, and

you're going to see it some more, too, because he is doing very splendid work in his part of the world. Remember reading about how "The Way of All Flesh" was such a sensation in Prague? Well, that was Jellinek's work! And that's only the beginning of the story: because here's a Paramounteer who surely knows the meaning of Paramount Pep.

L. GOLD-FLUSS, who was formerly branch manager at Riga, Latvia, has been promoted to Lemberg as branch manager of the Fanamet office there. Lemberg's territory has been enlarged by taking over the territory formerly served out of Katowice. Mr. Goldfluss commenced in Warsaw as a film salesman, and was promoted to branch manager in Riga.



L. Goldfluss

BLUE RIBBONER GOES TO THE FAR EAST

Managing Director John W. Hicks, Jr., leader of the Paramount Forces in Australia, New Zealand and the Far East, announces the appointment of Andre Olsen, formerly Ad Sales Manager in Sydney, to a sales position in the Far East under J. A. Groves, General Manager for that territory. Mr. Olsen, who sailed from Sydney May 24th, and was due in Java about June 12th, had had considerable film experience in Denmark and England prior to linking up with Paramount in Australia. We wish him every success in his new surroundings.

PRINCIPAES NOTICIAS DO MEZ PARA OS PARAMOUNTEZES DE PORTUGAL E DO BRAZIL

Pela segunda vez, amigos paramountezes de lingua portugueza, vos apresentamos uma resenha mensal dos acontecimentos de monta desenrolados aqui e lá no Studio, atinentes á produçãõ de 1928 e ao concurso deste anno. Sobre o concurso, não vos esqueçades de computar cada mez o quadro que publicamos, com a posição e quota de cada concorrente ao mesmo.

Outrosim, publicamos este mez um historico dos premios que serão offerecidos aos vencedores do concurso. Isto deviamos ter feito em o nosso numero passado, mas como estavamos esperando por mais algumas suggestões sobre os mesmos, sómente agora temos o grato prazer de vos dar esta alvicaireira noticia. E cremos que todos vós muito vos esforçareis para que, dos premios offerecidos, pelo menos um vá ter ás vossas mãos.

For enquanto, passando deste a um outro assumpto mais intimos, queremos vos transmittir as palavras de elogioso agradecimento de que nos fizeram porta-voz algumas das figuras de mais alto destaque da nossa familia artistica. Tendo visitado a nossa redacção, pediu-nos Harold Lloyd para transmittir a todos os paramountezes de Portugal e do Brazil o seu profundo agradecimento pelo esforço e boa vontade com que tendes sempre feito salientar os seus applaudidos films, fazendo-os cada vez mais apreciados do publico.

Outros artistas que tambem nos visitaram e que vos enviam sinceras saudações por nosso intermedio são Charles Rogers e Nancy Carroll, protagonistas da cinecmedia "Abie's Irish Rose", que vieram á Nova York para a estreia do film. Charles, como bem o sabeis, é um dos aviadores de "Azas", o formidavel successo que a Paramount já vos remetteu, e tem nesse seu novo trabalho, ao lado de Nan-

cy, um dos mais bellos romances de amor que já se viu impresso em um film.

Visitou-nos tambem o famoso director Josef von Sternberg, que já nos deu "Paixão e Sangue" (Underworld) e "A Ultima Ordem". John Monk Saunders, auctor dos argumentos de "Azas" e "A Legião dos Condemnados", em visita á nossa redacção, mostrou-se de véras interessado na propaganda estrangeira de todos os films, outro tanto se dando com Bobby Vernon, actor comico das comedias Paramount-Christie, que secundando o gesto de Saunders, vos envia saudaes e votos de prosperidade.

Feita a transmissãõ desses agradecimentos e louvores, passemos agora a falar dos assumptos restantes. Pelo que nesta edição vereis, provado fica que a Convenção da Paramount foi um grande successo. Como dissemos em o nosso numero passado, a nossa delegaçãõ estrangeira foi capitaneada por Mr. E. E. Shauer e Mr. Seidelman, como chefes do departamento exterior da Paramount. No salão da Convenção, graças á obsequiosidade de todos os nossos legionarios, viu-nos em destaque annuncios e cartazes escriptos em todas as linguas do universo e impressos em cores as mais variadas, incluindo os annuncios em portuguez dos principaes films apresentados no Brazil e em Portugal.

Dois dos mais importantes factos occorridos na Convenção foram o banquete de encerramento dos trabalhos e a apresentaçãõ do super-film "Azas" ao presidente Coolidge e altas figuras do seu gabinete, taes como o vice-presidente Dawes, o secretario do commercio Hoover, que fez um eloquente discurso de saudação á Paramount e á industria cinematographica em geral.

Mr. John L. Day, Jr., chegado do Brazil para representar a gran-

de divisãõ brasileira e divisões sul-americanas, que dignamente dirige, foi recebido na sala da Convenção por entre estrondosas salvas de palma. Mr. Day falou-nos da vossa grande actividade e encareceu com palavras de elogios o vosso esforço em elevar cada dia mais o prestigio da Paramount na America do Sul.

Em exhibição especial, vimos o grande trabalho de Emil Jannings em "Alta Traição" (The Patriot), direcção technica de Ernst Lubitsch, e com effeito concordamos com os elogios que ao film haviam antes feito Mr. Lasky e Mr. Shauer. Mas vós, que naturalmente já tereis visto esse outro dramalhão formidavel que é "A Ultima Ordem", com Emil Jannings no melhor de sua arte, podereis avaliar

"AN EMBARRASSMENT OF RICHES"

We are certainly cognizant of the fact that in the program of product announced at this year's Convention we have by all odds the most stupendously fine array of pictures in all film history.

If we consider it in all seriousness we must feel very much as did one of the speakers at the Detroit Convention who referred to the program as "An Embarrassment of Riches."

do que seja a sua froça dramatica em "Alta Traição". Uma outra grande produçãõ, tambem vista durante a Convenção, foi "A Marcha Nupcial", de Von Stroheim.

Voltando ao concurso de 1928—cognominado o "Maior Anno", esperamos que vos tenhaes informado de todos os detalhes desse grande certamen no qual irão tomar parte os paramountezes do mundo inteiro. Nos annos passados, o concurso se circumscrevia em torno dos gerentes, sub-gerentes e mais officiaes das administrações locaes; este systema, por ser mais dispendioso para os representantes regionaes, foi abandonado, sendo que agora ficará a responsabilidade do concurso distribuida sobre todos os paramountezes, e esperamos que todos vós sabereis evidar os maiores esforços para a melhor desincumbencia desse officio.

Para terminar, devemos dizer-vos que "Azas", o film de que acima tratamos, já foi exhibido com estrondoso successo em quasi todos os Estados da União americana, Londres, Stockholm, Kobe (Japão), e Sydney (Australia). O entusiasmo dos agentes, pelo mundo em peso, cresce de dia para dia, afirmando todos, segundo as ultimas noticias, ser o film digno do grande renome da nossa marca.

Mr. Day, em seu discurso, disse muito esperar da exhibição desse film, afirmando que os seus dignos auxiliares estavam desdobrando toda a sorte de actividade para fazer do mesmo o maior successo de bilheteria destes ultimos annos. Mr. Day, tão longe do Rio de Janeiro, manifestou a maior confiança na orientação que em sua ausencia saberão dar aos negocios da Companhia os seus fiéis e esforçados auxiliares.

PARAMOUNT DOMINATES ELECTRIC DISPLAYS IN SYDNEY, AUSTRALIA

It's pretty nearly a case of every theatre in Sydney, Australia being "The best show in town," according to the following cable received by Mr. Shauer from John W. Hicks, Jr., managing director of the Blue Ribbon Bunch:

"With five first run theatres playing Paramount this week—'Gentlemen Prefer Blondes' at the Capitol, 'Get Your Man' at the Lyceum and Lyric simultaneously, 'Jesse James' at the Haymarket and 'Chang' at the Prince Edward—Sydney knows that Paramount is the best show in town. Regards."

CLARA BOW JUST AS POPULAR IN LATVIA

СЕГОДНЯ № 58 Среда 22 февраля 1928 года

<p>Сегодня, 22 февраля, во 4-ю неделю кинематографической двойной программы, 1-й Операционная</p> <p>Клара Бовъ в роли Женщины сЪ ИЗЮМКОЙ</p> <p>Сегодня 22 февр. начало кинем. в 10 ч. 15 мин. По билетам по 2 и 3 руб. 1928 г. 100. Цена билетов: 1 руб. 50 коп., 2 руб. 50 коп.</p>	<p>Популярнейшая развлекательная</p> <p>Грета Ниссенъ в роли Рабыня Багдада</p> <p>Летняя и зимняя программы. Грета Ниссенъ в роли Рабыни Багдады. 20-й премьерный вечер. Самый популярный фильм в Латвии.</p>	<p>Дивертисментъ.</p> <p>ВСЕВОЛОДЪ ОРЛОВЪ</p> <p>Сери Вайрайтль</p> <p>А. Мисторосов, автор</p>
--	---	--

Here's a full width newspaper advertisement to prove that Paramount's popular red-haired star is just as popular with the Rigans of Latvia as she is with the Brooklynese of America and the Cingalese of Ceylon. The picture is Paramount's "It," and included in the same advertisement is Paramount's "The Lady of the Harem."

LIVES OF SOME NEWS REEL CAMERAMEN FILLED WITH THRILLS

Last month's hero among the news reel cameramen was unqualifiedly Ray Fernstrom, of Paramount News, who gained the palm for his marvelous flight of endurance to Greenly Island and back for the first films showing the German-Irish aviators on American soil.

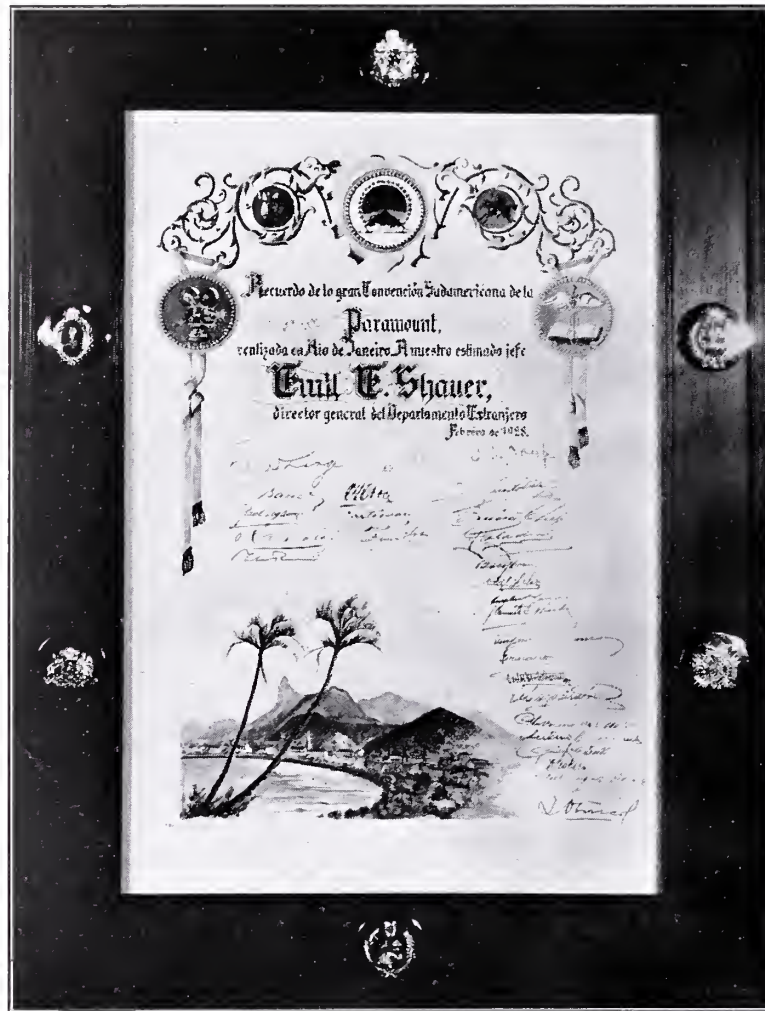
As we read his name it somehow seemed to be familiar to us, although as a rule there is little or no mention of a news reel cameraman's name made in connection with his work. But the name stuck in mind, so we went through our folder of Paramount News items, and there, sure enough was a thrill-filled story of a marvelously exciting time that Fernstrom had when he was imprisoned atop the Ferris Wheel at Coney Island, New York.

And we found other incidents, too: all of which goes to prove that the average news reel cameraman meets many more thrills in the daily pursuit of his work than do most human beings. The happiest phase of which is that these 'most humans' can enjoy the fruits of the news reel cameraman's thrills from the calm comfort of an easy chair in a palatial motion picture theatre.

PARAMOUNT NEWS IS "THE EYES OF THE WORLD" IN HUNGARY

Below is a reproduction of a full-page advertisement which appeared in a recent issue of the "Hungarian Filmkurier" on behalf of the Paramount News. The

SUBLIME TRIBUTE TO OUR LEADER



When John L. Day, Jr., general manager for Paramount in South America, sailed north to attend the marvelous series of Conventions described on other pages, he carried with him a wonderful tribute to Mr. E. E. Shauer of the loyalty and steadfastness of the South American Paramounteers. This tribute consisted of a large, colored message, personally signed by the foremost Legionnaires of the South American continent, and we have sought to reproduce it above. And although we have not caught the magnificent coloring of the tribute, we have at least caught a comprehension of the spiritual sincerity and the deeply abiding love and loyalty for the Legion's Leader which both inspired and characterized the tribute.

G. N. KATES APPOINTED
(Continued from Page 9)

every important country in the world. In addition to English he speaks French, German, Spanish and Italian fluently, and has knowledge of several other languages.

He has completed a year in the Paramount studio as technical adviser, having worked on the Pola Negri picture, "Three Sinners," and many other productions. In his new post he will continue in this form of supervisory capacity, hav-

THE FOREIGN LEGION'S CONVENTION DELEGATES

The following Legionnaires attended the Convention:
WASHINGTON. Emil E. Shauer, J. H. Seidelman, Melville A. Shauer, Tom D. Cochrane, John L. Day, Jr., Arthur Pratchett, Harry Novak, R. M. "Dick" Blumenthal, George Weltner, O. R. Geyer, George N. Kates, F. Palaguay, Harold Sugarman, Sam Cohen, Charles Gartner, Albert Deane.

FRANCE'S HEROES SEE "LA GRANDE EPREUVE" AT PARAMOUNT, PARIS

The great and glorious soul of France during those war-torn years is laid bare in the supreme French film epic, "La Grande Epreuve," which commenced a long-run season at the Paramount Theatre, Paris, at the end of April. In writing to Melville A. Shauer in New York about the premiere, Al Kaufman, in charge of Paramount's European theatres, said:

"Last night was a huge success! Both grand old General Joffre and Marshal Foch sat side by side, the former in uniform. All other Generals and Marshals were in uniform.

"During our five minutes' Prologue there were three distinct bursts of enthusiastic applause, and at the finish there was more applause than I have ever heard given a presentation. Getting this over with merely light effects represented great artistry on the part of Francis Mangant.

"At the interval I was introduced to Foch and Joffre, and the both complimented us on the beauty of our Paramount Theatre, and on our presentation.

"All of the papers this morning (April 27th) spoke well of the picture, so we are hoping for a run of four weeks."

ing always in mind the international aspect of every picture.

His appointment has been hailed with complete satisfaction by the Production Department, and by the highest officials of the Company. Already he is established in his offices in the Hollywood Studio of Paramount, the walls of these offices being a study in internationalism—through posters, maps and charts—which makes the place one of the most popular points of interest in the entire studio.

Ne kösse le magát, mert jön a filmriportok színe-java, az élő ujság

PARAMOUNT HIRADÓ

Aktuális események a világ minden részéből!
A legfrissebb és legérdekesebb filmriportok!
Megjelenik minden héten!

A VILÁG SZEME!
Előjegyzéseket már most elfogad a

PARAMOUNT

translation of the advertisement is as follows:

"Don't commit yourself to another news reel service yet, because the greatest news reel is coming. It is the living Newspaper—Paramount News.

"Actualities from all parts: the newest and most interesting film records: released every week.

"The Eyes of the World!! Reservations for this service are being accepted now by Paramount."

IL DECALOGO "PARAMOUNT"

- 1) Premunirsi sempre contro il nostro più grande nemico: il fuoco.
- 2) Ricordarsi che le copie sono il nostro tesoro e che vanno conservate e curate scrupolosamente.
- 3) Non dimenticare che gli affissi e le brochures rappresentano un capitale che non deve venire sperperato.
- 4) Controllare costantemente il materiale fotografico, che troppo spesso viene ridotto in condizioni deplorabili.
- 5) Verificare spesso l'esistenza di magazzino che deve sempre trovarsi in perfetto ordine.
- 6) Fare attenzione che per ogni scambio di copie e di materiale, fra le varie Agenzie, bisogna compilare regolare bolletta di spedizione.
- 7) Rammentarsi di fare le richieste degli stampati non oltre il 1. e il 15 di ogni mese.
- 8) Dare la massima diffusione dalle "Pubblicità Paramount."
- 9) Tenere sempre presente la parola d'ordine dei capi: *Economia*.
- 10) Non dimenticare che collaborare al "Bollettino Paramount" è un dovere e un onore.

"UNDERWORLD" ACCLAIMED IN BERLIN

Paramount's epic of Gangland's Grimnesses and Gallantries—"Underworld"—has met with a mighty popular reception in Berlin, according to the following radiogram sent to Mr. E. E. Shauer by Ike Blumenthal, general manager for Germany and Central Europe: "Pre-released 'Underworld' last night Ufa Palast. Wonderful criticism."

LOYALTY TO THE "BLUE RIBBON" LEADER

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

That I will be staunch to you & Paramount yours always.
Catherine O'Reilly

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

Paramount First Always
Stanley

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

That in this drive I will use every ounce of energy to make it not only the best drive to date but the very best possible.
J. Brent

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

Loyalty to you and Paramount for always, and a solemn pledge to accept an increasing number of cards so, as this year will eclipse all others. We believe to help in any way possible the success of the loyalty drive.
16/5/28
A. W. Logan

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

To do my upmost to make this drive the success that it deserves to be.
16/5/28
A. W. Logan

DURING PARAMOUNT'S 1928 LOYALTY DRIVE.

In your honor, Mr. Hicks, I pledge:

Full cooperation with my fellow Paramount members in making a record drive to demonstrate our loyalty, regard for participation, contracts and cash to the limit of my ability.
16/5/28
A. W. Logan

"ALL FOR ONE—ONE FOR ALL—SALAMON'S BUNCH."

A LETTER FROM MAX WIRTSCHAFTER IN VIENNA TO GUS SCHAEFER IN BERLIN

In German and in English it Tells the Same Wonderful Story About "The Last Command."

Sehr geehrter Herr Schaefer!
Ich hatte Gelegenheit den Film 'LAST COMMAND' nunmehr bereits einigemal anzusehen, und be-eile ich mich, Ihnen meine aufrichtige Meinung über denselben nachstehend mitzuteilen.

Der Film 'LAST COMMAND' muss für jeden, der ihn gesehen hat, ein Erlebnis bilden. Dies war auch bei mir der Fall.

In diesem Film sind vereinigt ein gutes Sujet, grossartige Aufmachung und nicht in letzter Linie fabelhaftes Spiel von Emil Jannings, Evelyn Brent und allen anderen Darstellern; umsichtige, alles berücksichtigende Regie und tadellose Photographie machen den Film zu einem wahren Meisterwerk.

Der Eindruck, den ich von diesem Film gewonnen habe, bringt mich zu der sicheren Ueberzeugung, dass der Film in mindestens ebenso vielen Theatern laufen wird wie 'BEN HUR', dessen Erfolge allgemein als Rekord bezeichnet wurde.

Es wird mich freuen berichten zu können, dass 'LAST COMMAND' auch noch die Rekorde von 'BEN HUR' geschlagen hat.

Hochachtungsvoll
(sigd.) Max Wirtschafter.

(Translation)

Dear Mr. Schaefer:
I had the opportunity of seeing the picture "The Last Command" several times and I am hurrying to impart to you my sincere opinion about the production, as follows:

The picture, "The Last Command" ought to be an event for everyone who has seen it.

In this picture a good subject is combined with grand settings and the incredible performances of Emil Jannings, Evelyn Brent and all the other actors. This, together with direction which takes everything into consideration, and irreproachable photography, makes the picture a true master-work.

The impression which I received from this picture makes me firmly believe that it will be just as successful as "Ben Hur." The success of the latter is pointed out as the film was a record breaker everywhere.

It will be a great pleasure to be able to report to you that "The Last Command" has beaten also the records of "Ben Hur."

(sgd.) Max Wirtschafter.

Right now the Blue Ribbon Bunch of Australia, New Zealand, Java and Straits Settlements are conducting their greatest Drive as a demonstration of loyalty to, and appreciation of, John W. Hicks, Jr., their leader. The Drive is under the chairmanship of General Sales Manager William R. Hoggan, with John E. Kennebeck, Sales Promotion Manager, as active director. One phase of the demonstration consisted of the issuance of Pledge Cards to every member of the organization. Six of these cards were forwarded to Home Office and are reproduced herewith. They are signed by Catherine O'Reilly, film inspectress; Harold Stanley, shipping manager; John O'Neill, Sydney despatch manager; Arthur W. L. Naylor, manager of sales statistics department; Albert W. Hagon, New South Wales salesman; Leslie E. Brown, N. S. W. salesman.

According to latest advices the Drive is swinging along smoothly and swiftly to a certain success. And Mr. E. E. Shauer has wonderful news from Mr. Hicks about the certainty of a mavelous year for the Blue Ribbon Bunch.

exploitatiejaar te maken, werd op de Conventie na voorlezing door den Heer Shauer, luide geapplaudisseerd.

EEN OVERZICHT VAN HET BELANGRIJKSTE PARAMOUNT NIEUWS DEZER MAAND

Het is ons voorrecht, U in deze editie de Paramount Conventie in woord en beeld voor te zetten. Deze bijzonder goed geslaagde Conventie bestond uit drie afdeelingen, te weten: Washington, Detroit en San Francisco. Er werden belangrijke aankondigingen gedaan omtrent de toekomstplannen van Paramount en verschillende films van het komende speelseizoen werden vertoond.

Aan het banket, op den laatsten Conventie-avond, te Washington, schaarden zich vele vooraanstaande personen. Aan de Voorzitters-tafel zag men; den Vice-President der Vereenigde Staten, Charles G. Dawes, den Minister van Handel, Herbert H. Hoover, den Minister van Marine, Wilbur; Otto Kahn als toastmaster en talrijke andere dignitarissen—een eer, die geen enkele andere film organisatie dusverre te beurt viel. Zij allen, met uitzondering van den Vice-President die niet het woord voerde huldigden Paramount! Het was een gedenkwaardige avond, waaraan iedere Paramounder met trots kan terugdenken.

Op alle drie Conventies, maakte de Buitenlandsche Afdeling een schitterenden indruk, niet alleen door middel van de zeer treffende en doelmatige wijze, waarop de diverse affiches en photo's naar voren gebracht werden, doch in het bijzonder door de klinkende redevoeringen van de Heeren E. E. Shauer en J. H. Seidelman, die dankbetuigingen inhielden aan het adres van alle Paramounters der Buit. Afdeling voor het doen welslagen van het record-jaar 1927. Deze toespraken trekken steeds de aandacht en het doet ons dubbel genoegen U te kunnen berichten, dat zij ook dit jaar een onvergetelijken indruk hebben achtergelaten.

De hoofdschotel der toespraken was natuurlijk '1928 Het Grootste Paramount Jaar.' De Heer Seidelman zette uiteen, hoe de wedstrijd om de eere-plaats dit jaar geregeld wordt. Het is bekend, dat de eenige factoren, waar in vroeger jaren rekening mee gehouden werd, bestonden uit de verkoopers en de Directeuren der plaatselijke kantoren; exploitatiekosten enz zijn evenwel van zulk een groote beteekenis in den wedstrijd, dat van 't jaar ook andere factoren in aanmerking genomen zullen worden. Stenotypistes, filminspecteurs, employees, kortom iedereen draagt er het zijne—pardon, of het hare—toe bij, om de desbetreffende divisie, of het kantoor, naar den top te voeren. Ge moet U hiervan voortdurend rekenschap geven.

De film, waarover niemand op de Conventie een uitroep van ver-

bazing en entoesiasme kon onderdruken, was 'De Patriot,' met Emil Jannings in de hoofdrol, geregisseerd door Ernst Lubitsch. Wij kunnen ons thans de opgetogenheid over deze productie van de Heeren Lasky en Shauer begripen, want het is voorzeker een der drie mooiste films, welke Paramount heeft vervaardigd.

"Wings" (Vleugels) werd in Washington voor een zaal van 6.200 toeschouwers vertoond, waaronder de vertegenwoordigers van bijna elk land van de wereld. Wij hoeven U natuurlijk niet te zeggen, dat de film ook hier een ovatie ontlokte.

In de vorige oplage van Paramount Around The World en ook in deze editie, is een begin gemaakt met de maandelijksche publicatie van den stand van ons '1928-Het-Grootste-Jaar' concours. Ge kunt dus nu in een oogwenk de plaats Uwer divisie in de competitie ontdekken en desgewenscht meer stoom opzetten, om als No. 1 uit den wedstrijd te voorschijn te treden.

Nu we toch over het concours spreken, zijn we U een excuus schuldig voor het late bekendmaken der prijzen, hetgeen in verband staat met verschillende ondervonden teleurstellingen. De prijzen worden elders in deze editie vermeld en de desbetreffende beschrijvingen, of de artikelen, wi iemand wel voor U vertalen. Wij gelooven, dat deze prijzen geheel in overeenstemming zijn met het karakter van het concours 1928 en wij hopen, dat elke buitenlandsche Paramounder zijn uiterste best zal doen, om van het jaar 1928 ook werkelijk 'Het Allergrootste Succesjaar' te maken.

Op de Conventie trokken vooral de Hollandsche affiches van Paramount films de aandacht. Er waren er afkomstig uit Nederland en uit Java. Er werd ook melding gemaakt van de groote vlucht, welke de exploitatie van Paramount films in Java in den laatsten tijd heeft genomen en van de schitterende bioscoop theaters, die in dat vooruitstrevende land gebouwd worden. Het nieuwe Simpang Theater, te Soerabaya trok vooral de aandacht, daar de afbeelding van dit filmpaleis in de vorige editie van Paramount Around The World opgenomen werd, en zooals U weet, ons blad wordt zoowel in binnenlandsche, als in buitenlandsche Paramount kringen met aandacht doorgelezen.

Het telegram van den Heer Peereboom over de krachtinspanning der Hollandsche Paramounters, om van 1928 hun allergrootste

WICHTIGE NEUIGKEITEN FUER ALLE PARAMOUNTLER.

Der grösste Teil dieser Ausgabe des "Paramount Rund Um Die Welt" befasst sich mit dem grossen Paramount Konferenz Trio, welches in Washington, Detroit und San Francisco abgehalten wurde.

Auf dieser Konferenz wurde ein fabelhaftes Verzeichnis kommender Paramountfilme angekündigt, sowie viele andere wichtige Bekanntmachungen in der Richtung der Zukunftspläne für den Fortschritt der Firma wurden abgegeben.

Einige Reflexionen dieses Vorrückens können Sie aus der ersten definitiven Bekanntmachung der Zahlen des 1928 "Bedeutendstem Jahr!" Kontest erschen, welche Sie auf einer anderen Seite veröffentlicht finden.

Die Ziffern auf Seite fünf (die erste Spalte nach den Namen der Filialen) zeigen an ob Ihre Abteilung sich über oder unter den Zahlen zur selben Zeit des verflossenen Jahres befindet.

Ausser "Wings" gelangten auf der Konvention noch zwei weitere Grossfilme zur Vorführung, nämlich Lubitsch's "Der Patriot" mit Emil Jannings in der Starrolle und

der von Erich von Stroheim inszenierte "Hochzeitsmarsch," in welchem von Stroheim die männliche Hauptrolle innehat. Der Janningsfilm ist so wunderbar, dass unser Wortschatz viel zu klein ist um dieses Prachtwerk in den gebührenden Worten des Lobes auszudrücken.

Auch finden Sie in dieser Ausgabe die erste definitive Bekanntmachung betreffs der Beschaffenheit der Preise für den 1928 "Bedeutendstem Jahr!" Kontest. Wir beabsichtigten, diese Preise schon in der vorigen Nummer zu verkünden und hatten schon alles dazu vorbereitet, doch in der letzten Minute wurden noch bessere Vorschläge gemacht, und hinsichtlich des grossen Druckes, welchen die Konferenz mit sich brachte, sahen wir uns genötigt die endgültige Entscheidung zu verschieben.

Ferner sahen wir Pola Negri in ihrem neuen Film "Die Drei Sünder," und wir glauben, dass dieser Film Ihrem Geschmack ganz und gar zusagen wird. Ein Teil der Handlung findet zwischen Dresden und Wien statt. Der Film selbst wurde von einer Anzahl bekannter europäischer Fachleute geleitet.

Rolle in Paramount Filmen spielt, zeichnet sich durch eine unvergleichliche Leistung aus.

"THE WAY OF ALL FLESH" CREATES UNPRECEDENTED STATE OF AFFAIRS IN WARSAW



A. Hamburger

manager of Paramount's office in Poland's capital, was sent to us by Mr. Gus. Schaefer, from Berlin:

In answer to your request I give you a report on the premiere of "The Way of All Flesh:"

Our advance newspaper publicity had aroused a lively interest. The intellectual circles of the city as well as those who are always interested in the motion picture industry awaited the premiere impatiently. This was also due to the spoken publicity of those 800 people who had attended the special showing for invited guests—word-of-mouth publicity from 800 thoroughly enthused people.

On the day of the premiere—although big announcements were made in all the publications of Warsaw—we received an enormous number of phone calls from private persons about an advance sale, which is not practised in Warsaw's motion picture houses. On the evening of this very day, the street

near the motion picture house bore an extraordinary aspect. The increased price for admission did not scare anybody away. Only those turned from the box-office who could not obtain tickets. For the first time the selling of tickets was handled by agents.

The public received the production with enthusiasm, but did not applaud during the showing. It was just the opposite: a silence reigned in the large room which was only broken from time to time by sobs of specially touched people. The silence still reigned after the end was shown and only after all the lights went on, did the public applaud strongly.

LLEGO LA MESA DE LASKY

La mesa de Lasky está ya definitivamente instalada en nuestras oficinas. Ocupa el puesto de honor. Por nosotros "Los Gauchos" esa mesa tiene un significado muy especial: simboliza, en primer lugar, el espíritu esforzado, tesonero, de quien supo conquistar a traves de años de prueba, lauros un principio, había de ser con el tiempo, cumbre de la industria cinematográfica.

Pero la mesa de Lasky tiene, además, otro valor moral para nosotros: concreta la labor y el entusiasmo de nuestra división para ocupar dignamente el puesto que dentro de la vasta organización paramountesa nos corresponde y por contribuir, en la medida de nuestras fuerzas, a la grandeza de nuestra marca. La mesa de Lasky será para "Los Gauchos" el premio de pretéritos esfuerzos y, a la vez, un estímulo para perseverar en la lucha en un afán de continuada superación. Puede Jesse L. Lasky tener la seguridad de que su mesa está en buenas manos.

THE CONVENTION INSPIRED HIS GOLF

Arthur L. Pratchett, general manager of Paramount's organization in Cuba and Porto Rico, left New York on May 26th to return to Havana after having heard the great Paramount message at the Washington Convention. Two days prior to taking the train which carried him almost all the way to Cuba, however, he engaged in the Annual Golf Tournament of "The Film Daily," and he drove and approached so well (though his putting wasn't so good), that he ended the day as runner-up for one of the major cups. In honor of this event he was presented with a trophy which, by a commendable foresight, was something which will prove mighty useful in Cuba, but which is not supposed to be used in the United States. To offset any mystification, it must be added that the trophy was a cocktail-shaker.

AUSTRALIAN MODEL AEROPLANE TIE-UP FOR "WINGS"

One of the surest and most successful exploitation link-ups with Paramount's air epic, "Wings" is that of the model aeroplane. In Australia, where the picture is now playing to sensational business in Sydney, Sales Promotion Manager John Kennebeck started in right by linking up in advance with the country's biggest distributor of model aeroplanes. This man issued a broadside which was as much a boost for "Wings" as it was for his own product, and a copy of this, together with a letter was posted to every exhibitor in the country.

Advertisement for Harold Lloyd in India, featuring two posters: one for 'For Heaven's Sake' and one for 'The Way of All Flesh'.

HAROLD LLOYD IN INDIA. Here are two throwaway heralds proclaiming the merits of Harold Lloyd's Paramount release, "For Heaven's Sake." Both are from Poona, India, the one at the left being in the Gugarati language and the one at the right in Erdu.



PARADES FOR "THE WAY OF ALL FLESH" IN VIENNA

Here are two more phases of the exploitation campaign which made the Paramount Emil Jannings picture, "The Way of All Flesh" so popular a success during its unprecedented season at the Schweden Theatre, Vienna. Note the huge Paramount Trade Mark on the wagon sign, and also on the banner which the last man in the parade is carrying.

MEATY, MIGHTY, MONEY-MAKING MOTION PICTURES CONSTITUTE NEXT YEAR'S PARAMOUNT PRODUCT

One of the supreme purposes of the recent trio of great conventions was the announcement of the program of Paramount Pictures which constitutes next year's product for our world-wide distribution. Without any preliminary preamble—and with the greatest depth of sincerity we believe we have ever called into play—we announce to you that in this new program you have by many miles the greatest array of genuine worth while pictures in all the history of our Company's activities.

A high sounding statement—yes! And similar in some degrees to things which have been said before—yes, also! But never before pledged to you with such utter sincerity, and with so fearless a desire to announce the complete and untinted truth.

Gone from this program is any filling, or flim-flam. These new pictures—78 of them—are packed with honest entertainment-giving and money-making material. They are pictures which will force you to point to 1929 as a year of complete success, rather than as the "year in which we had such and such a picture." The year will be measured as itself rather than by individual pictures.

Meaty substance is the basis of each picture. Drama and comedy drama prevail. Of actual comedy there is but little, and what there is of it will be woven into definite story rather than be a string of gags on a frail thread of story.

And there are mighty epics to spur us to the emulation of

"Wings" and "Chang." Pictures of the superb, majestic calibre of "The Patriot," with our peerless Emil Jannings; "Dirigible"—the new conquest of the air; the two greatest pictures of Pola Negri's career, three from Adolphe Menjou, others from Bebe Daniels, Esther Ralston, Charles Rogers, William Powell; two specials and three other great pictures from Richard Dix; and at least a half score of what may safely be termed Premier-Cast Paramount Pictures—pictures in which four or more provenly popular players appear in the cast of each.

There are striking announcements of new Paramount Short Features and the Paramount News; a special wonderful announcement concerning the film record of Commander Byrd's South Pole flight, and a brief but soul-stirring preliminary pronouncement regarding the Cooper-Shoedsack animal epic which is to be the grand successor to "Chang."

All of this magnificent news, plus a great many more facts,

THE LETTER ABOUT NEXT SEASON'S PRODUCT

Already on its way to you as this issue is printed, is the letter of Mr. J. H. Seidelman, assistant manager of Paramount's Foreign Department. It carries the vital and practical phases of next season's product; and it also completely details—as far as is possible at this time — the titles, casts and directors of the various pictures constituting the product to be known as Group 12. In every way it is one of the most significant messages ever sent out of Home Office.

was incorporated in the announcement book which was colorfully prepared and forcefully presented by advertising manager Russell Holman.

And it represents the grand goal that we are all striving so sincerely for in making 1928 the year of our "Greatest Year!" Contest.

THE AUSTRALIAN SALES PROMOTION CABINET

Under the chairmanship of John E. Kennebeck, now head of the Blue Ribbon Departments of Sales Promotion, Ad Sales, Advertising, Publicity and Exploitation, the following cabinet meets in the Sydney Home Office every Tuesday morning: John E. Kennebeck, Hermann E. Flynn, Advertising Manager; Mel G. Lawton, Exploitation Manager; Otto G. Doepel, Publicity Manager; and George Lawrence, Art Manager.

This allows of a concentration of ideas and plans, and the Cabinet is in a great measure responsible for the wonderfully successful launching of "Wings" and other great productions during recent months.

FOR COPYING AND TRANSLATING

We have endeavored to tell in this issue as much of the Convention story as is practicable of telling. We have also announced the various phases of the Prizes in connection with the 1928 "Greatest Year!" Contest. And we have further included several other vitally important items in the English language only. All of this is translatable material, and, we believe, well worthy of reprinting. By all means copy all of what you consider high grade news in your local publication; that's the surest way in which the news can get the widest circulation.—Editor.

"THE WAY OF ALL FLESH" ENJOYS DISTINGUISHED RECEPTION IN PRAGUE, ACCORDING TO R. JELLINEK

Branch Manager, R. Jellinek, in charge of the Paramount office in Prague, Czecho-Slovakia, writes to Home Office about the local success of "The Way of All Flesh" in the following terms: "Enclosed please find shots of the publicity truck which was driven around and in Prague for five days before the premiere of the Emil Jannings' picture, "The Way of All Flesh." The screening for guests took place on April 5th and its success was distinguished. All of the newspapers gave the finest of criticisms to this picture. I am extremely happy to have such a picture as this at my disposal. (sgd.) R. Jellinek."

Thus Prague is added to the cities which have paid full and sincere tribute to the greatness of Emil Jannings' first Paramount picture, "The Way of All Flesh." London, Paris, Berlin, Stockholm, Vienna, Budapest, Sydney, Kobe—and a great many others. More will follow; and they will all of the time be paving the way for the



This is the truck which paraded the streets of Prague for five days prior to the premiere of "The Way of All Flesh." Note, also, that even though you might be thousands of miles from Prague, you can still see the Paramount Trade Mark on the display.

greatness of the other Jannings' pictures—"The Last Command" "The Patriot," "The Street of Sin," and the new pictures announced at the Convention.

THE FIGURES IN JAPAN'S OWN RACE

While the entire Paramount world is fighting for International Leadership in this 1928 "Greatest Year!" Contest, each of the individual Divisions is conducting its own spirited Contest. The figures below, supplied by R. E. "Bob" MacIntyre, indicate the relative standings of the various Japanese offices and salesmen

Offices		April Standing	March Standing
TOKYO	1.....	34.12	2.....32.60
HAKATA	2.....	30.55	1.....24.59
KOBE	3.....	29.67	4.....18.51
HOKKAIDO	4.....	26.45	3.....19.92
NAGOYA	5.....	25.88	5.....16.12
Salesmen		April Standing	March Standing
Uzuki	1.....	52.63	6.....19.79
Kawakami	2.....	38.41	4.....21.44
Baba	3.....	37.41	1.....26.47
Yokoyama	4.....	32.19	2.....23.42
Okuda	5.....	29.53	3.....23.24
Kawai	6.....	27.78	5.....21.05
Kanaida	7.....	27.48	7.....19.31
Ashiwara	8.....	25.88	8.....16.12
Chikami	9.....	22.57	9.....14.37

TOKYO PARAMOUNT THEATRES
 April Standing 34.87 March Standing 21.80

ECCO PARECCHIE NOTIZIE IMPORTANTI PEI PARAMONTESI ITALIANI

Per ragioni che debbono risultare oltremodo evidenti, la parte principale di questo numero del **Paramount Intorno al Mondo** tratta con la serie delle Convenzioni Paramount che hanno avuto luogo durante il mese di maggio a Washington, a Detroit e a San Francisco. Esse possono ben venir chiamate le più grandi Convenzioni in tutta la storia della Paramount e produssero tali risultati di vera e propria ispirazione che siamo persuasi l'avvenire ne risulterà molte volte migliore non solo collettivamente, ma anche per ciascuno di noi.

Alla Convenzione di Washington, uno dei luminari maggiori venne rappresentato dalla conferenza del Sig. E. E. Shauer, nella quale egli ha fatto una rivista del progresso meraviglioso realizzato nello scorso anno dal Dipartimento Estero della Paramount. Naturalmente egli dedicò molte delle sue osservazioni allo stimolante concorso per le Scrivanie da parte dei funzionari della Compagnia, ed un caloroso applauso salutò l'annuncio che la Scrivania del Sig. Zukor era stata vinta dalla Divisione Italiana. Per tutti i convenuti, la Scrivania del Sig. Zukor rimane ancora come qualcosa di veramente sacro e perciò fu con notevole compiacimento che si apprese che una Divisione di tanto valore come la Divisione Italiana è ora la molto fedele custode della Scrivania.

Conversando coi delegati prima e dopo la Convenzione, ci fu dato di rispondere a parecchie domande riguardanti i vincitori del Concorso dell'anno passato e tutti coloro che hanno richiesto informazioni inviarono le loro congratulazioni ai Paramontesi italiani.

Voi sarete anche molto interessati ed orgogliosi di apprendere che la vostra Compagnia è stata onorata più altamente di qualsiasi altra compagnia lo sia stata per parecchio tempo addietro. In una delle serate durante la Convenzione, una speciale rappresentazione cinematografica di "Wings" ("Ali") ebbe il Presidente Coolidge come ospite d'onore; al Banchetto della Convenzione, l'ospite d'onore fu il Vice-Presidente Dawes, mentre il Segretario del Commercio Hoover fece un discorso assai impressionante, lodando la Compagnia e la grande missione della cinematografia.

Il Sig. Zukor presenziò a tutte le Convenzioni ed ascoltò il Sig. Laski mentre questi riassumeva il più vasto programma della produzione di films nella storia della Paramount, mentre si può ben dire che il Sig. Kent fece il discorso più animatore da lui fatto in tutti gli anni di meraviglioso lavoro ch'egli ha trascorso con la organizzazione Paramount. Un altro discorso particolarmente significativo pel dipartimento estero della Paramount venne pronunciato dal Sig. Melville A. Shauer, che è stato nominato rappresentante speciale del dipartimento.

Due delle grandi cinematografie riprodotte sullo schermo durante la Convenzione sono state "The Patriot" ("Il Patriota"), la possente produzione di Ernst Lubitsch, dove rifugle come protagonista l'artista Emil Jannings e "The Wedding



FOR A GREAT FLIER

These two film cans contain Paramount's tribute to Australia's Ace Aviator, Bert Hinkler, who smashed five world's aviation records with his solo flight from England to Australia. The film is a news reel record of Hinkler's Australian reception, and the presentation was made by Paramount's Managing director of the Blue Ribbon Bunch, John W. Hicks, Jr. The leather case carries a suitable inscription, and the presentation was made in Sydney last April.

March" ("La Marcia Nuziale"), l'epica di Von Stroheim, ove rifugle come protagonista Von Stroheim, cooperato da Fay Wray. La film

"Il Patriota" è stata acclamata molte volte come la più grandiosa cinematografia prodotta dalla Paramount in molti anni, il che è effettivamente. Al vederla, vi darà fremiti supremi.

Ci giunse allora da Roma, da essere usata alla Convenzione, una magnifica collezione di manifesti illustrati sui soggetti di diverse cinematografie. Questi manifesti possono essere messi in prima linea coi manifesti più eloquenti che ci sia stato dato di vedere in lungo tempo ed essi sono talmente attraenti che possiamo ben renderci conto del loro contributo nel raggiungimento della vittoria d'Italia in occasione del concorso dell'anno passato. Ma qui e senz'altri preamboli, ci congratuliamo con tutti i Paramontesi italiani che parteciparono sia nei disegni che nella produzione di questi manifesti.

Osserverete in un'altra pagina che l'Italia è quasi presso la Quota pel concorso del 1928 "l'anno più grandioso!" Questo stato di cose è oltremodo soddisfacente, perchè dimostra che lo straordinario successo dell'anno passato non era puramente un fenomeno passeggero e che sull'Italia ci si può contare per ottenere risultati costantemente eccellenti.

La situazione di quest'anno viene descritta in modo che dimostra la convinzione del Sig. Shauer e del Sig. Seidelman che ogni membro individuale di qualsiasi ufficio di distribuzione, ovunque, è vitalmente responsabile del successo in un Concorso di questo genere. La prima colonna dopo il nome della Divisione, come appare nel numero

di maggio, mostra se quella data Divisione è al disopra o al disotto della sua situazione dell'anno scorso all'epoca corrispondente. La colonna appresso indica se il costo di funzionamento della divisione è alto, basso o normale. Ed è appunto questa colonna che riflette gli sforzi di ciascun Paramontese. Questa colonna rappresenta un gran numero di punti nel finale assegnamento dei premi e amenochè una divisione non faccia bella mostra di sé in questa colonna, non può sperare di vincere un premio. Vediamo in tal modo un nuovo e più felice stato di cose. Precedentemente, quando un premio veniva vinto, esso si riferiva principalmente agli agenti di vendita, al direttore ed agli agenti di prenotazione. Ma ora, la vincita di un premio dipende egualmente dalle stenografe, dagli ispettori delle cinematografie, dai fatottrini d'ufficio, come anche da tutti gli altri membri degli uffici, in maniera che se essi non fanno la loro parte nel mantenere il costo di funzionamento dell'ufficio basso o normale, allora quell'ufficio perderà buon numero di punti, facendo soffrire alla divisione stessa, di contraccolpo, notevole regresso. Per tale ragione crediamo che, ne converrete, questo sia, sotto ogni riguardo, il più interessante concorso da noi indetto finora.

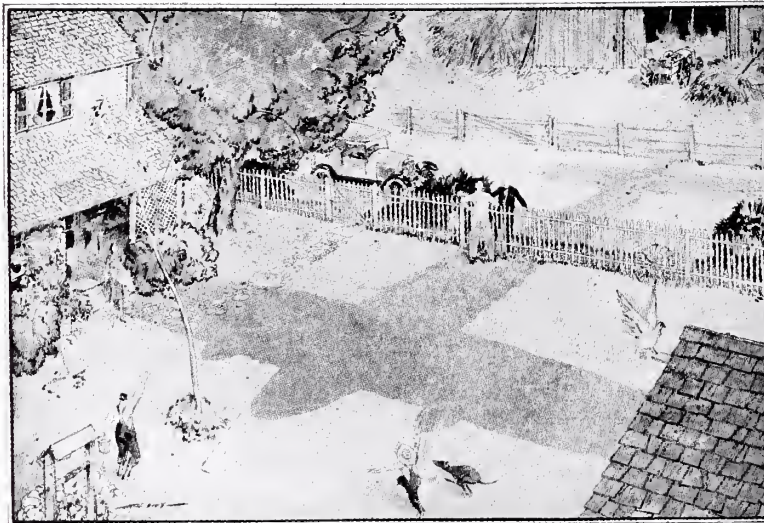
Ciò ci conduce a dire qualche cosa riguardo i premi del Concorso. Essi sono indicati in un'altra pagina e, senza dubbio si faranno strada fin nelle colonne del vostro proprio organo locale "Paramount," che è veramente splendido. Era stata nostra intenzione di annunciare questi premi nel numero del mese scorso; infatti, l'articolo era stato già composto in tipografia. Ma all'ultimo momento ci giunse un buon numero di suggerimenti d'oltremare e fu da uno di questi che venne fatta la selezione finale. Ma l'avremmo anche pubblicata nel mese scorso, se non fosse stato pel fatto che la Convenzione coincideva con la fine del mese e che dovevamo completare e far stampare il numero prima di recarci a Washington.

Ed ora siamo molto orgogliosi di lasciarvi al grande compito di vincere due Concorsi successivamente. Voi avete fatto un bel passo avanti per questo secondo; siete un meraviglioso gruppo di lavoratori, avete certo dei direttorie, che sanno entusiasmarvi e, per quel che riguarda le cinematografie, avete le più meravigliose cinematografie del mondo intero. Siamo più che felici per voi di sapere che le colonne del **Paramount Intorno al Mondo** sono aperte sempre per registrare le vostre attività ed i vostri successi, e ci è grato ancora una volta ripetere che il pubblicare le notizie della vostra operosità negli interessi della Paramount e della nostra grande organizzazione mondiale è uno dei maggiori piaceri da noi sperimentati.

THE NEW YORK RECORD OF "WINGS"

Paramount's air epic, "Wings" will commence the eleventh month of its New York season at the Criterion Theatre, on June 12th. By that time it is estimated that almost half a million people will have witnessed the picture, a big proportion of these being standees.

"LIFT UP YOUR EYES!"



YOU'D BETTER BECOME AIR-MINDED

With the super-success of "Wings" fresh in our minds—and with our eyes turned to the other magnificent air pictures listed for the coming year — we are more than happy to reproduce this striking cartoon showing the mark aviation is making on the world today. It adorns the cover of a special brochure issued by the Ford Motor Company of Detroit, and it is expressive of a state of mind which is rapidly sweeping the world.

This state of mind is perfectly expressed in the booklet in the following terms: "Who can foresee the effect upon the world of a new means of transportation that teaches men to look up and outward, measuring the possibilities of life in a new dimension?"

Get the message back of this wonderful thought! Commence the practice of making yourself air-minded! It must inevitably make you bigger and finer-minded!

STIRRING STUDIO BANQUET CLIMAXED CONVENTION ACTIVITIES

With the epochal conventions of Washington, Detroit and San Francisco already added to the history of our Company, the delegates gathered at the Paramount studio in Hollywood to be feted by the stars, featured players, directors, authors and production officials of the organization. This banquet was not only one of the most colorful of all time, but one of the most vital and eventful from the standpoint of the promotion of understanding between the various branches of our Company.

The gathering took place on one entire stage which had been transformed overnight into a perfect desert oasis, replete with palms, color and atmosphere. Here the seating was so arranged that every table seated a minimum of one star, one featured player and a director, and the spirit of the evening was such that when the addresses were completed, guests moved from table to table, so that everybody met everybody else.

By way of a prologue there was an excellent display of extemporaneous talent from several stars. Bebe Daniels gave one of the cleverest and funniest impersonation acts we have ever seen; Charles Rogers and Nancy Carroll delightfully sang a duet, and James Hall rendered a musical number.

Mr. Lasky was a clever and capable toastmaster, and although he had seven or eight speakers he invited only two to take all the time they wanted. These were Mr. Kent and Mr. Seidelman.

Emanuel Cohen, editor of Paramount News, was the first speaker, and one of the points he emphasized was the fact that the News now has cameramen stationed in every important part of the world to assist the production department with localizing and atmospheric shots. Charles McCarthy, publicity manager, outlined the world-wide ramifications of our publicity organization, and gave a very sincere boost to the Foreign Department. Sam Dembow, vice president of Publix Theatres Corporation, read a telegram from Sam Katz, president of the theatre department of our organization. Dr. Emanuel Stern gave a very practical talk on the Medical and Welfare work in which our Company is not only the pioneer, but the only one practicing it. Mr. Seidelman's address will be found in full elsewhere on this page. John D. Clark spoke for his Western division, and told how we must always continue to make our successes; that we cannot stake performance on the reputations of the past. Harry Goetz and Henry Herzbrun, respectively Comptroller and Legal Adviser of the

A GUBERNATORIAL MESSAGE

There was read at the Detroit Convention banquet the following significant message from Governor Green of Michigan: "In everything in which you are right, I am with you."

Studio, made brief but effective addresses.

B. P. Schulberg was first of all thanked by Mr. Lasky for the consistent magnificence of the product he has been delivering, and was likened by the Vice President to a theatrical manager having the task of producing 70 plays a year on his hands.

Mr. Kent, for his concluding address of the Convention sessions, made one of the greatest talks of his career. In it he summarized for the studio personnel, and the stars and featured players, all of the outstanding points of his many other addresses. He told of the vitalness of Manpower, and when he extended this subject to incorporate the entire world he paid the Foreign Legion an unsurpassable compliment. He said that it

POWERFUL POSTER POPULARITY

An array of Paramount posters of all nations, and in all languages, after having served thoroughly useful purposes at the three Convention meetings, had a further display in the numerous ante-rooms of the studio banquet in Hollywood.

To say that the posters provided a positive sensation only states the case in a mild fashion. To say that a number of them disappeared through the actions of interested and interesting souvenir hunters among the stars and production staff is perhaps stating the matter a little more emphatically.

Those that were left have been retained at the studio for ornamentation and display in the offices of G. N. Kates, the Foreign Department's Studio Representative. They will be added to from time to time as new sample posters are received from you Legionnaires in all parts of the world.

is one thing to play the great game of business right here in the United States, where all of the players meet each other once a year, and where they can hear
(Continued on page 24)

MR. J. H. SEIDELMAN'S STUDIO ADDRESS

NOTE: The following is portion of the thoroughly absorbing address delivered by the Assistant Manager of the Foreign Department on the occasion of the Banquet in the Paramount Studio, Hollywood, on May 17th last. This address, it is believed, has done a tremendous amount of good in making the stars, featured players, directors and studio officials thoroughly acquainted with the world-wide ramifications of Paramount's Foreign Department.



I would be remiss in my duty if I did not extend to you the greetings of Mr. E. E. Shauer, head of the Foreign Department of Paramount, who by reason of urgent business could not be present on this occasion.

I am here at the invitation of Mr. Lasky to tell you something of the efforts and accomplishments of the Foreign Legion, which is the department charged with the responsibility of marketing, distributing—and in many cases exhibiting, Paramount Pictures throughout the foreign world.

The monetary return from this activity, while of course of primary importance, is but a reflection of the organization itself, and it is of that organization that I desire to speak to you.

Visualise, if you please, a nation within an industry: with all of its

ambassadors, advisers, and representatives in all corners of the civilized world, with an army of consulates and offices to carry out the will and purposes of the chief executives of that nation.

Paramount is not unlike such a nation. We have 126 foreign offices located in all of the countries of the world. We employ in these offices and exchanges 2,933 men and women representative of every nationality, race and creed; and every one of them a staunch Paramounteer, loyal to the standards and ideals of our organization; moved by the purpose of planting the name and fame of Paramount on the highest pinnacle of success. Every one of them, too, knows and appreciates the tremendous world worth of the Paramount trade mark, and aims to justify its use on every possible occasion.

We translate titles and sub-titles for 70 countries in 37 separate and distinct languages... And I wish I could read for you a Portuguese or a Greek translation of a typical humorous George Marion sub-title

and endeavor to retain the life and flavor that you put into the pictures here.

Through the Foreign Department the Company owns or operates 35 theatres located in the largest and most influential centers of the world, and these so-called show windows are not only a credit to Paramount, but a credit to the American Motion Picture Industry as a whole.

However, an efficient and loyal organization is but one step in the accomplishment of our purpose. It is the sinews of war—the superb Paramount Pictures—which the production department so ably provides us with that makes our task one of comparative ease. In the pursuit of this success for Paramount there are matters in which we have a common or mutual interest.

Just as each individual employee abroad assumes the responsibility of fostering and promoting the pictures and personalities of Paramount created by this wonderful producing organization, so must each individual of this Production Department—from the prop boy all the way up the line—give in his or her particular sphere a finished product that will be all embracing in its world wide appeal, just as is the Paramount organization itself.

The executives of this company have a right to expect that each picture made will bring in a fair return of revenue in every country of the world. That is what we strive for, and only through your help and co-operation—and through the application of *international-mindedness* in the making of pictures—can we succeed.

It is no longer sufficient that 90% of the world's picture audiences be pleased and entertained. It is our duty to make positively certain that the other 10% be not only added to these audiences, but that no individual race or nation be offended or insulted, intentionally or otherwise.

Through the co-operation of Mr. Lasky and Mr. Schulberg, the Foreign Department now has its own direct representative on the lot. It is our earnest hope that you will consistently avail yourselves of this office, and that by closer cooperation we can attain what is our ultimate goal—success for ourselves and greater and everlasting success for Paramount.

APPOINTED MANAGER OF DOMESTIC AD. SALES DEPARTMENT

This is James A. "Jimmy" Clark who has been appointed Ad Sales Manager of the Domestic Department to succeed Melville A. Shauer. This appointment was announced by Mr. Kent during the Conventions, and our General Manager said that to him this announcement was the greatest thrill of the Meeting. We will have a longer story about the career of "Jim" Clark in next month's issue.



"Jim" Clark

"SAYING IT WITH ELEPHANTS"

This is the Colossus-like slogan that the English organisation of Paramount uses to convey the magnitude of the exploitation campaigns employed by several of the local theatres for the purpose of selling "Chang" to their patrons. Photographic evidence further convinces of the fact that these theatres took a great delight in utilizing genuine elephants for out-of-doors displays, and reaped Chang-like box-office harvests as the results thereof.

SAYING IT WITH STICKERS

The French organization, now functioning in the finest fashion of all time under the direction of Adolphe Osso, sends along samples of the books of colored stickers issued for use with "Chang," and also a book for use in publicizing the Paramount stars and featured players. These are excellent aids for publicity, and we are sure that they must be very popular with the French exhibitors.

STUDIO BANQUET

(Continued from Page 23)

the signals and be advised of the various plays; but that it is something entirely different when the team is split up into units of one or two, and sent to the farflung corners of the world, and there told to play the game, and to play it just as well, if not better. He instanced the case of Tom Cochran who, because of national disturbances, was curtailing his visit to the United States to be back with his bunch of Paramounteers in Japan.

But because Mr. Kent was speaking as much to the players as to the production executives, he directed a special appeal to those whose work actually appears on the screen to give their best and most honest efforts during the coming year in order that Paramount may sustain its reputation, its prestige and its Trade Mark; and in order that they, the players, might guarantee their salaries just as much as our revenue.

Though this be but the sketchiest outline of Mr. Kent's address, you may be secure in the knowledge that it was one of the finest that our General Manager has ever delivered, and that it was delivered under circumstances which guarantee its bringing about a tremendous amount of lasting good.

AD SALES AIDS FROM AUSTRALIA

One of the aids which helped put over "Chang" in so marvelous a fashion consisted of a colored mask novelty depicting the head of a tiger, with the one word "Chang" printed across the face. This mask looped over the ears; and on the ears of the tiger there were of course placed the Paramount Trade Mark and the small circle telling the make of picture.

The sticker idea was put to very good use for aiding "Wings." A red and black square accompanied every outgoing envelope to its destination, and was so placed that it was the first message greeting the addressee.

AN IMPORTANT ANNOUNCEMENT "CHANG"

Calcutta Cinema Patrons are to be particularly favored by having an opportunity to see the wonder picture of the year "CHANG" at its premier showing in the East.

By special arrangement with Paramount Famous Lasky Corporation this picture was shipped to India, immediately following its marvellous success at the PLAZA Theatre, London.

"CHANG" is a picture which will delight children and adults alike. It is entertaining, instructive, amusing, and a true story, which certainly increases its human interest value. Its theme is gripping, yet well relieved by a new form of comedy.

The animals appearing in this picture are those that live in the wilds of India so we believe few audiences in the World are better suited to judge the magnitude of this production than the people of this country.

By **MADAN THEATRES, LIMITED**
India, Burma, Ceylon

Opening at
Madan Theatre, Calcutta,
March 17th, 1928.

(This was India's introduction to "Chang." It took the form of a special neatly printed announcement which was sent out by Madan Theatre, Limited, to their select mailing list in Calcutta, and from accounts which have since been received, this procedure played a big part in the success with which the picture met. Here is added proof of the great and consistent work being done by Legionnaires Charles Ballance and William J. Clark in India, for they are now adding success with "Chang" to their "Beau Geste" and "For Heaven's Sake" triumphs.)

KENNEBECK STEPS UP

John E. Kennebeck, while retaining the post of Sales Promotion Manager of the Australian and New Zealand division, has also been appointed by Managing Director John W. Hicks, Jr., to be Supervisor of the Advertising, Publicity and Ad Sales departments. This action places a big responsibility upon the capable shoulders of J. E. K., but we are positive that he will make just as much a success of them as he has done with the exploitation dept.

In this latter connection, we also wish to report that Mel. G. Lawton, assistant to J. E. K. has been made Exploitation Manager.

Congratulations to these two enthusiasts-plus Paramounteers.

AN ADMISSION

An admission that we are proud and happy to make, concerns the number of admissions during the first week in which "Chang" played at the Futurist Theatre, Birmingham, England, as compared with the admissions the first week of "Beau Geste" at the same theatre.

"Beau Geste" managed to get 20,178 into the theatre during the first week; but "Chang" exercised its powers of persuasion over 28,268.

BRITISH COLOR WIZARD

There is in the London Home Office of the Paramount organization a genius who manages to display color in more diverting fashions than it seems possible to imagine. There is a current instance to be found in the manner in which he has served up the reviews on Harold Lloyd's Paramount picture, "Speedy." This has been done by printing a picture of Lloyd on the last page of the booklet, and of printing the reviews on pages of different colors, and of cutting circles, each one slightly larger than the other in each page, so that the final result gives the appearance of a huge bull's-eye, with the rings of rainbow colors, and the head of Lloyd in the very centre. A capital piece of work.



THE SONG OF "WINGS"

No avenue of exploitation was left unexplored in contributing to the international success of "Wings" at the Carlton Theatre, London. Reproduced above is the cover of a song. The purpose of this song is perfectly conveyed by the dedication, "The Love Theme of the Paramount Picture 'Wings'."



SPARKLING SET OF COLORED STAR PHOTOGRAPHS

Last month we announced the new set of eight 14 x 17 colored photographs of Paramount stars, which are suitable for a score of wonderful purposes and which are, above all else, one of the most practical Ad Sales items ever devised. Above we take pleasure in showing you how the eight photographs look when set in frames. Even without the color it is possible for you to realize that the photographs are spiffingly attractive. If it is up to you to order these for your territory—and you have not done so yet—this is an invitation for you to call for the stenographer and place your order pronto.

Paramount

AROUND THE WORLD



Vol I. No. 4.

July First, 1928

Worth: Everything You Can Give It

YOURS FOR THE WINNING

THE FIRST PRIZE

(A) FOR THE HEAD OFFICE OF WINNING DIVISION

A highly valuable, and beautifully inscribed Plaque, worthy of the occasion and symbolical of the achievement. To be inscribed personally by the highest executives of the Company.

(B) FOR LEADING BRANCH IN WINNING DIVISION

A cash prize of One Thousand Dollars (\$1,000) to the Branch Manager, or an alternative of a Trip to Hollywood. Added to this will be a bonus of one week's salary additional to every member of the Branch.

(C) FOR EVERY MEMBER OF WINNING DIVISION

A medallion replica of the Plaque, carrying a facsimile of the inscription, will be presented to every member of the Winning Division.

START EARLY! FINISH STRONG!

THE SECOND PRIZE

(A) FOR THE HEAD OFFICE OF THE DIVISION

A gold-lettered banner, suitably inscribed, and presented to the Head Office of the Division personally by an executive of the Company on an occasion suitably commemorating the event.

(B) FOR LEADING BRANCH IN THIS DIVISION

Five Hundred Dollars (\$500) in cash to the Branch Manager. Added to this will be a bonus of one-half of one week's salary additional to every member of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION

A miniature replica of the gold-lettered banner will be placed in a position of honor in every Branch Office of the Division.

THE THIRD PRIZE

(A) FOR THE HEAD OFFICE OF THIRD-PLACE DIVISION

An exquisitely engraved parchment, bearing a message of inscription perfectly befitting the occasion.

(B) FOR LEADING BRANCH IN THIS DIVISION

Two Hundred and Fifty Dollars (\$250) in cash to the Branch Manager; plus an additional bonus of one-half of one week's salary to every employee of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION

A suitable replica of the engraved parchment, for displaying in a conspicuous place of honor in the office.

These are the Prizes for the 1928 "GREATEST YEAR!" CONTEST

"Paramount Has the Finest Organization in the World!"—ADOLPHE MENJOU

Editorial Page of

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane
Associate Editors: O. R. Geyer, R. M. "Dick" Blumenthal,
George Weltner. Foreign Language Editors: J. Ventura Sureda
(Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Van-
densteen (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Pro-
gram Drive" (Great Britain), "La Paramount Francaise"
(France), "Adelante Decima" (Argentina), "Paramount" (Italy),
"El Matador" (Spain), "Vollampf Voraus" (Germany), "Ca de
Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 July 1, 1928 No. 4

AN observation which should give you all a very great amount of pleasure, and should make you even prouder of your work and your business prestige than you have been, was the one which Adolphe Menjou made when he returned from Europe and spent a considerable time in the Home Office before going on to Hollywood. He said that we have not only the finest foreign department in the industry, but the personnel of the various divisions of this department ranks it as one of the finest organizations in all the world of industry. This sounded like superlative praise; but Mr. Menjou was not satisfied with the mere making of statements. He came right down to cold facts and told of his wonderful receptions due to the efforts of the Paramounteers of England, France, Italy and the other territories visited: told of presentation methods used in the various Paramount theatres he visited: but most of all he told of the terrifically high esteem in which the Paramounteer is held by government and civic officials, as well as by the highest ranking notables in society. He said that the respect held for the Paramounteer abroad is something which could only be earned; and that the prestige and goodwill created by our Company are things of which we should

not only be proud, but which we should guard and treasure with our every thought and action.

One of the most happily significant gestures of the past month was the fact that the monoplane in which the first woman crossed the Atlantic was named "Friendship." This recalls Sir Harry Lauder's observation on naval limitations a few months ago when he said that instead of building battle-

stimulating that progress: and stimulating the progress of the motion picture are the name and the trade mark of Paramount. It seems that there is no happening of world significance to which the prestige and goodwill of Paramount cannot be linked in some degree.

The vigor and enthusiasm with which the 1928 "Greatest Year!" Contest is being invested renders this achievement more and more inspiring every month. The tabulation of re-

very definite triumph. And then, also like all good plays, it will rise and fall many times to the plaudits of the world, while unobtrusive ushers will dart in and out bestowing well-won tokens of appreciation upon those players who have rendered the best performances.

SOUND. There is a preliminary announcement with regard to Paramount's Sound Picture activities in this issue. This is designed simply that you may attune your mind to the great Sound Picture details which will be given you next month, and throughout the succeeding months. The main thing you should know is that our Company has not been inactive in this epochal development, but has been silently and super-effectively preparing for many, many months past.

Did you know that already throughout the world the two words of 'Paramount News' have become synonymous with 'newsreels,' 'weekly,' 'gazette,' 'review' or any of the other words used to describe the weekly film issued to record current happenings? And why? Simply because the world has already, within one brief year, become accustomed to knowing that no matter where anything of consequence happens, and no matter when it happens—Paramount News will be there to record it! Such superb organization demands a perfect reciprocity from those concerned in the handling of its product! Paramount News has given us an internationally-minded news reel: it should be not only our duty, but our pleasure to give that product an internationally-minded reception, and to produce internationally-minded results.

Eugene E. Schauer



MR. LASKY IN LONDON. Paramount's Vice President in Charge of Production was guest of honor at a special luncheon given at the Ritz Hotel, London on June 4th last. Present at the table were the officials of the Paramount organization in Great Britain, and newspaper representatives who, although they customarily expect good 'copy' from Mr. Lasky's pronouncements, secured the greatest story of the year on this occasion. Mr. Lasky is standing in the center of the picture with Mr. Graham. He is the one nearest to the camera.

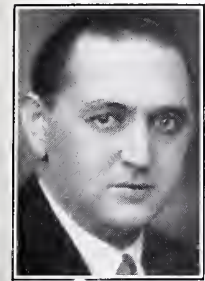
ships he would much sooner prefer to build friendships.

Just another instance of the changing face of this wise old world, and its desire for continued progress, is to be found in the alteration of the name of the old capital of China. Peking has become Peiping—and Peiping means 'Northern Peace.' St. Petersburg became Petrograd and then Leningrad; Christiania became Oslo; and now Peking has become Peiping. It seems that no matter how old a place is, the pace of the world makes it want to progress. Motion pictures play a mighty big part in

sults by Mr. Seidelman makes that particular page of each issue of Paramount Around the World the stage for one of the most thrilling dramas ever played. That's just what it is—drama. The wholesome pitting of achievement against achievement, of effort against effort always has been the finest kind of drama since the world began. Like a well-wrought play, this one has its climaxes and anti-climaxes; its passionate and its tender moments: but it is one long act, there are no intermissions. And when the curtain falls on this contest at the end of the year, it will descend upon a

SENSATIONAL ADVANCES

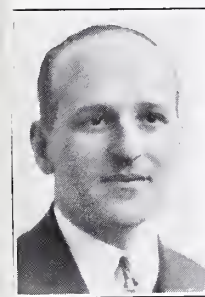
LIPOW'S GREAT SCREENINGS



E. J. Lipow

On another page we are very happy to record the very splendid good will accomplished by Mr. E. J. Lipow, Paramount's general representative for Poland and the Baltic States. Mr. Lipow succeeded in screening "Old Ironsides" for the President of Poland in his palace, and also for Field Marshal Pilsudski, the Premier, in the latter's palace. Both of these screenings brought forth excellent tributes to the picture and to Paramount, and are indicative of the very excellent work Mr. Lipow is accomplishing as a staunch Legionnaire.

MANAGER IN LONDON



Oswald Cohen

We are advised from London of the fact that the famous London branch of Paramount is under the management of Oswald Cohen, whose likeness we are happy to reproduce here in order that Paramounters around the world may know him. He certainly has a grand territory, a pep-filled staff, and with achievements like the London season of "Wings" as seasons he should bring his London exchange mighty close to the top in the Great Britain and Ireland Division of the 1928 "Greatest Year!" Contest.

FURTHER INTERESTING EVIDENCE OF PARAMOUNT AROUND THE WORLD



Here's reproduction of a famous sanitarium high in the mountains of Czecho-Slovakia. It comes to us on a postcard, via Berlin, and the message written on the back in Czech has been translated by Gus J. Schaefer to read: "For two years the patients have been treated and quickly cured by the means of Paramount pictures in this world renowned sanitarium. I have just closed for 25 pictures, which number will be increased in autumn to from 38 to 40. Signed 'Bejvl' (salesman)."



Adolphe Menjou à la Paramount de Paris

De gauche à droite: M. David Souhami, administrateur de la Paramount italienne; M. Adolphe Osso, administrateur delegue de la Paramount en France; Adolphe Menjou; Jean Faraud, directeur des Théâtres.

LUDWIG BERGER TO DIRECT JANNINGS

Ludwig Berger, former director for UFA in Berlin, is to direct Emil Jannings in his next Paramount starring picture, "Sins of the Fathers." Berger has just completed the direction of Pola Negri in "The Woman From Moscow" for Paramount.

Famous Film Thrill Gatherers Present Token to Paramount's Legion Leader

From the heart of the British Soudan Mr. Shauer has received a colorful leather cushion cover, woven with the intricate patterns so characteristic of the Soudanese. The trophy is a symbol of esteem from those two intrepid cameramen, Merian C. Cooper and Ernest B. Shoedsack, who are about to emerge from the depths of Africa's darkest spots with the most amazing series of films ever caught by a camera.

The cameras of these fearless travellers have caught more than the mere animal pictures which have flooded the screens of the world for years past: they have caught something as remote from these as "Chang" was remote from the average 'interest' picture. And when you see the product of their lens and their steel nerves, you'll know why there still remain untrapped thrills in the realm of the cinema.

WHO ELSE BUT MR. MESSERI WOULD SAY THIS?

Over on Page 10 there are pictures of the new Paramount office in La Coruna, Spain. In his letter accompanying them, Managing Director M. J. Messeri said: "This office completes our organization in the north of Spain, and it will now help us in its own small way to get the first prize this year."

Australia, Great Britain, Chile-Peru and Porto Rico Register Inspiring Increases

May was a marvelous month for many of the Divisions engaged in the 1928 "Greatest Year!" Contest, with the result that the entire face of the Standings Chart has been given a new and rosier face. Australia's herculean spurt brought the Blue Ribboners from the 80% class into the mid-nineties: Great Britain's Division One climbed several notches nearer quota: and Chile-Peru and Porto Rico negotiated the Over-Quota hop.

FURTHER ROYAL ENDORSEMENT OF "WINGS"

This business of serving up to you the English comments on behalf of "Wings" could seemingly go on forever. But there must be some process of selection. So we have taken these two which speak their own powerful story of Royal endorsement lavished on Paramount's air epic.

From The London Weekly Dispatch: "Public support for 'Wings' is still prodigious. Five or six Royalties have already been to the show, including the Prince of Wales, the Duke and Duchess of York and the Duke of Gloucester."

From The London Daily Mirror: "The Duke and Duchess of York saw the 'Wings' film at the Carlton Theatre, and I am told they were both very thrilled with the remarkable air fighting scenes. After the show his Royal Highness sent for the manager and asked how the episode in which a machine is seen bombing a village was obtained. As an Air Force Officer, the Duke appreciated the flying skill required to obtain the various stunt effects, and his comment on the entertainment was 'Wonderful!'"

FOREIGN DEPARTMENT'S STUDIO REPRESENTATIVE



GEORGE N. KATES

Announcement was made last month of the appointment of George N. Kates as special studio representative of the Foreign Department. In the month which has elapsed, this new phase of the Foreign Legion's activities has got under way in excellent fashion, to the extent that we are able to show you, on another page, some glimpses of the foreign department.

Chile-Peru came all the way up from the 80 percenters, and Porto Rico climbed out of the 90% class. Brazil was another Division to make an inspiring advance, climbing from the 80% section into the 90% class.

One of the most significant alterations was that of Argentina in changing the word "Under" to "Over" in its particular section of the page. Just watch 'Los Gauchos' next month! They'll be hitting the high spots on what they claim is a permanent streak to victory.

China is listed as a newcomer to the Standings, and is listed as being within a fraction of a point of Quota.

NOTE. There are eleven Divisions listed as Over Quota. The remainder are inspiringly close to the coveted notch. The pace is getting to be swifter, snappier, more certain of glorious victory, than at any other time in the Foreign Department's history. Think of it! What a marvelous story the Legionnaires are going to tell at next year's convention!

Now turn to Page 5! There you'll find the actual Standings! We're telling the Whole Show this month, so that you'll know just precisely where you stand! And if we haven't given you individual mention in this column, remember—figures of achievement speak far louder and more emphatically than do words!

FUTUROS ALMIRANTES DE CHILE EN EL TEATRO PARAMOUNT

Hace un par de semanas la bandera chilena ondeaba en la fachada del Teatro Paramount, de Nueva York, al lado de la americana. La gallarda corbeta "General Baquedano," buque-escuela de la Marina chilena, se hallaba anclado en aguas del Hudson, y sus tripulantes, oficiales, guardia-marinas y demás miembros de la dotación de la hermosa nave, recibieron una cortés invitación de la Paramount para asistir a las representaciones que diariamente se dan en nuestro magnífico teatro y a la exhibición de "Alas" en el Teatro Criterion. La cortesía de la Paramount fué afectuosamente apreciada por la oficialidad, cadetes y tripulación de la "General Baquedano."

Paramounteers of the French Division



(A) Home Office, Paris: (Seated, l. to r.): M. Rosenthal; Switzerland; Adolphe Osso, Administrateur Delegue; M. Klarsfeld, Sales Manager. Standing: Messrs Knapp, Comptroller; Epstein, Assistant to Mr. Osso; Simon, Publicity; Haguet, Assistant Sales Manager; Borderie, Publicity; Darbon, Publicity Manager; Hervouin, Publicity; Salomon, Exchange Service; Horner, Purchasing Department.

(B) Bale, Switzerland, Exchange: (l. to r., first row): Mr. Birrer, Mr. Gluckmann, Mr. Leroy, Mr. Rosenthal, Director of Swiss Territory; Mr. Reinegger, Mr. Fischer, Mr. Schaad. Second row: Mr. Leu, Mr. Henzelin, Miss Sutterlin, Miss Schneider, Miss Venat, Miss Wirz, Miss Best, Mr. Levy, Mr. Meyer. Back row: Mr. Andreoli, Mr. Boos, Mr. Obitsch, Miss J. Schumacher, Miss M. Schumacher, Miss Herzog.

(C) Paris Exchange: (Front row, l. to r.): Mme. Beaume, M. Rousseau, M. Bertheau, M. Diligence, Mlle. Montrouge, M. Poirier,

(Manager); M. Lenglet, M. Legendrand, M. Lavergne, M. Hameau, M. Reiter.

(D) Strasbourg Exchange: (Seated, l. to r.): M. Oberling, M. Pfyffer (manager), M. Michel. Standing: M. Mannas, Mlle. Litzelmann, M. Jacob, Mlle. Rick, M. Weber, Mlle. Erier, M. Obrecht, Mme. Gully, Mme. Eaglang.

(E) Marseille Exchange: (Seated, l. to r.): M. Maire, Mme. Auteh, M. Gattermann, M. Colange. Standing: Mlle. Girard, M. Grand, Mme. Back, Mme. Kaimesky, Mme. Maire, Mme. Carrera, Mme. Gasq, Mme. Cialeud, Mme. Guglielmet, Mme. O. Girard, Mme. Chanier, M. De Bieze, Mlle. Marie Guignier.

(F) Lille Exchange: (Seated l. to r.): M. Lestienne, M. Leon Joannin, (Manager); M. Constant. Standing, M. Wourlod, Mlle. Rigaut, Mme. Huyghe, M. Manteau, Mlle. Honorez, M. Delemar, Mlle. Leurquin, M. Coulon, M. Brossart.

(G) Casablanca Exchange: (l. to r.): Mlle. Quessas, Mlle. Ancaona, M. Roussillon, (Manager); M. Bouchaile and M. Fabre.

(H) Rennes Exchange: (Seated, l. to r.): Mme. Becel, Mr. Lagneau, branch manager; Mr. Miol. Standing: Mr. Le Foll, Mme. Gardan, Mme. Le Foll, Mlle. Schmitt, Mr. Baumgartner.

(J) Brussels Exchange: (Seated, l. to r.): M. Biermann, H. Sail, J. Hannikenne, A. Polis, E. Gourdon, (Exchange Manager); X. Criclaers, G. Hinthel, F. Van Heffen. Middle row: J. Bronkart, P. Neelemans, E. Cludts, Miss Y. De Coster, M. Demuelemeester, M. Weyers, J. Holbrechts, L. De Backer, M. Mahieu, P. Watelet, J. D'houdt. Third row: J. Phylffereon, W. Dury, H. Stractmans, J. Martin, M. Van Mulders, M. Requile, B. Naeve, M. Marchant, J. Berodes, C. Derocher.

(K) Algier Exchange: (Front row, l. to r.): M. Boualem, M. Branger, M. Caporossi, M. Ribot,

M. Belych, (Manager); M. Faraud. Back row: Mme. Roig, Mme. Homan, Mlle. Borreda, M. Valette.

(L) Lyon Exchange: (Seated l. to r.): Mlle. Lesisgne, M. Servat, Mlle. Archer, M. Hochard, Mme. Puycon. Standing: M. Fodor, Mme. Grataloup, M. Robert, Mlle. Lager, M. Yot, (Manager); M. Vial, Mme. Senot, M. Garcon, Mme. Vincent, M. Christian Auroyer.

(M) Cairo, (Egypt) Exchange: No names were supplied with this photograph, but we recognize the gentleman in the centre as M. Dumartean.

SPECIAL NOTE. Three exchanges are missing from this display for the sole and simple reason that they did not send photographs. The three missing ones are Bordeaux, Nancy and Tunis. If any of these exchanges will forward photographs, we will be very happy to publish them and thus complete the series of the French Division.

Actual Percentages

—for First 5 Months of “Greatest Year” Contest

11 OUT OF 20 DIVISIONS OVER QUOTA

AUSTRALIA AND GREAT BRITAIN FIGURE IN ADVANCE WHICH SHOULD LIFT THEM OVER QUOTA MARK SOON

Operating Cost For First Six Months May Reduce Some Standings and Improve Others. Not Yet Reflected in Current Figures.

OVER QUOTA (as at June 1st.)

FRANCE	
France, Belgium, Switzerland, Egypt, Northern Africa.....	117.25
JAPAN	
Japan, Korea.....	114.57
SPAIN	
Spain, Portugal.....	113.32
CANAL ZONE	
Panama, Colombia, Jamaica, Venezuela.....	109.23
CENTRAL AMERICA	
Guatemala, etc.....	107.34
MEXICO	106.74
CHILE	
Chile, Peru, Bolivia.....	104.46
SCANDINAVIA	
Sweden, Norway, Denmark.....	103.73
INDIA	103.63
PORTO RICO	102.00

UNDER QUOTA (as at June 1st.)

CHINA	99.53
GREAT BRITAIN	
England, Scotland, Wales, Irish Free State.....	97.51
ITALY	95.91
AUSTRALIA	
Australia, New Zealand, Java, Straits Settlements, Siam.....	93.44
BRAZIL	92.51
CENTRAL EUROPE	
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Rumania.....	92.48
CUBA	91.28
HOLLAND	87.27
GERMANY	81.12
ARGENTINA	
Argentina, Uruguay, Paraguay.....	79.00

REMEMBER!—Operating Costs have not been figured in the above, yet. These figurings will advance some Divisions and retard others. This will always be so. Hence the safest course to pursue is to keep the costs at positively the lowest possible level compatible with the advancement and maintenance of business.

INTERESSANTE NACHRICHTEN FUER ALLE PARAMOUNTLER.

Wir freuen uns ausserordentlich, Ihnen in dieser Ausgabe wieder einige Einzelheiten betreffs der Preise, welche in diesem 1928 "Bedeutendstem Jahr!" Kontest gewonnen werden können, bekannt zu geben. Diese Preise haben seit der letzten Ausgabe des "Paramount Rund Um Die Welt" schon viele freudig überraschte Anerkennungen hervorgerufen, und wir sind nun fest überzeugt, dass sie zur Zufriedenheit der ganzen Fremdenlegion ausgefallen sind. Der Grund allein, dass der Wettbewerb so entworfen ist, dass ein jeder einzelne Paramountler sich persönlich an dem Erfolg seiner oder ihrer Branche beteiligen kann, ist eine Reflexion der Tatsache, dass die Preise einem jeden einzelnen Mitglied der gewinnenden Filialen und der erfolgreichen Abteilungen zu Gute kommen werden.

Wer diese Glücklichen sein werden, lässt sich schwerlich heute schon sagen. Viele derjenigen, welche augenblicklich scheinbar Gewinner sind, werden sich vielleicht am Ende dieses Wettbewerbs eine ziemliche Strecke hinter den Führern befinden; und viele, welche augenblicklich im Rückstande sind, können bis dahin die Plätze der Preisträger einnehmen. Darum haben wir einen Teil dieser Ausgabe dazu benutzt, Ihnen zu zeigen, wo die Preise möglicherweise landen können. Auf den Seiten 12 und 13 sehen Sie einige Städte, in welchen die Preise vielleicht zur Ablieferung gelangen. Wir werden dieses, soweit uns Photos zur Verfügung stehen, in Zukunft in einer jeden Ausgabe des "Paramount Rund Um Die Welt" fortsetzen. Deutschland geniesst den Vorzug, in der ersten Ausgabe dieser Serie zu erscheinen. Unter Umständen ein gutes Omen!

Wir sind immer sehr stolz auf die Art der Vorfürhungen und die hervorragenden inspirierenden Reklamefeldzüge, welche in Berlin und anderen deutschen Städten ins Leben gerufen werden. In dieser Ausgabe geben wir ein feines Beispiel davon wieder, wie "Underworld" in Berlin gezeigt wurde, und in welcher Weise die ausgezeichneten Pressekritiken den Theaterbesitzern, welche den Film später disponieren werden, weit und breit verkündet wurden. Alles dieses ist eine vortreffliche Anspornung für alle Paramountler der ganzen Welt.

Im letzten Monat verkündeten wir George N. Kates Ernennung als spezieller Vertreter der Auslandsabteilung im Paramount Atelier in Hollywood. Herrn Kates Mission besteht darin, bei allen Filmen, welche einen anderen Hintergrund als den Vereinigten Staaten und Kanada haben, die vollkommene technische und moralische Oberaufsicht zu übernehmen. Seine Ernennung zu diesem Posten wurde durch die Herren Shauer und Lasky erwirkt, und man erwartet, dass dieses von ausserordentlichem Wert für unsere Filme mit ausländischem Niveau sein wird. Herr Kates eignet sich ausserordentlich gut für diese Arbeit, denn er betätigte sich nicht nur ein Jahr im Atelier als Mitglied der Produktionsabteilung, sondern hat auch die Welt verschiedene Male umreist. Herr Kates war auch schon zu verschiedenen Anlässen in Deutschland. Er genoss seine Bildung in Oxford (England) und Harvard (Vereinigte Staaten) und gewann einige Reisestipendien, welche ihn auf vielen Reisen begleiteten. Er hat eine Reihe Büros im Zentrum des Ateliers in Hollywood zuge-

wiesen bekommen. Eines dieser Kontore dient zur Ausstellung von Plakaten. Selbstverständlich befinden sich in diesem Raum neben recht umfangreichem Reklamematerial und Propagandamaterial auch viele der besten deutschen Plakate.

In allen Erdteilen wartet man gespannt auf den von Ernst Lubitsch inszenierten Emil Jannings Film "Der Patriot." Wir selbst wissen, dass dieser Film einer der drei bedeutendsten Filme ist, welche je von der Paramount produziert wurden. Und wir wissen auch, dass diese Meinung von den wenigen Auserwählten, welche den Film bis jetzt gesehen haben, geteilt wird. Wir wissen, dass Deutschland auf diesen Film ungeheuer stolz sein wird, denn es lieferte nicht nur den Star, sondern auch den Regissör sowie erstklassige Kostümfachleute. Hierdurch wird "Der Patriot" nicht nur ein Triumph für die Paramount, sondern in erster Linie für Deutschland! Und wir wissen noch mehr, wir wissen, dass Deutschland und Oesterreich diesen Triumph später in der wundervollen inspirierenden Weise, in welcher Filme in diesen Ländern gehandhabt werden, reflektieren werden.

Herrn Seidelmans Schreiben, welches gleich nach der Konvention abgefasst wurde, ist schon in der ganzen Welt im Umlauf und returniert eine wahrlich herrliche Reaktion. Dieses Schreiben enthält, wie Sie wissen, alle bereits bekannten Neuigkeiten betreffs des neuen Produkts und der Zukunftspläne unserer Firma. Solche Bekanntmachungen regen alle wahren Paramountler zum Wettstreit an, noch grössere, bessere Paramountler zu werden.

Emil Jannings hat bereits mit der Arbeit für seinen neuen Film, welcher augenblicklich den Titel "Sünden der Väter" trägt, begonnen. Ludwig Berger, dessen erster Film für die Paramount, "Eine Frau von Moskau" mit Pola Negri in der Starrolle, einen grossen Erfolg zu verzeichnen hatte, ist mit der Inszenierung dieses Films betraut worden. Berger ist ein anderes deutsches Genie, dessen kinematographische Errungenschaften in der ganzen Welt wiederhallen.

Wir freuen uns sehr über die erfolgreiche Saison des ersten Jannings Films "Der Weg allen Fleisches" im Schweden Theatre, Wien. Diese Saison wurde in einer tadellosen Art und Weise gehandhabt und hat dadurch, ohne Zweifel, den Weg für viele andere erfolgreiche Paramount Saisons gebahnt.

Eines der besten Komplimente, welches der Auslandsabteilung je gezollt wurde, machte der Paramount Star Adolphe Menjou vor einigen Wochen. Im Laufe eines recht langen und erfreulichen Interviews, welches der Paramount Star mit Herrn Shauer hatte, bezeichnete Menjou die Fremdenlegion der Paramount als ein fabelhaftes Werk unserer Firma. Er hob nicht nur seine persönlichen Erfahrungen mit europäischen Paramountlern hervor, sondern betonte auch die Achtungsbezeugnisse,

"OLD IRONSIDES" IN BERLIN



Once more we picture the exterior of this most attractive Berlin theatre, the Ufa-Pavilion; this time to reveal the compelling nature of the display produced for announcing Paramount's sea epic, "Old Ironsides." Over the actual theatre entrance was a massive, scale-correct reproduction of the celebrated battleship.

BERLIN BOOSTED "UNDERWORLD" BIG



Exterior of the celebrated Ufa-Palast Am Zoo Theatre in Berlin, showing the exterior front-of-house display for the picture. Newspaper reviews were great, emphasizing the fact that an Austrian (Von Sternberg) directed "Underworld," and that the picture was a prize winner. Jerome Lachenbruch, director of publicity, wrote to the effect that the picture is being held for an extended season in Berlin, and that the reviews on the film have been given nation-wide exhibitor distribution.

ATTENDANCE SIDELIGHT ON WARSAW SEASON OF "THE WAY OF ALL FLESH"

Last month there were several stories about the phenomenal success of "The Way of All Flesh" in Warsaw, Poland. Here's another from our indefatigable contributor, Gus J. Schaefer of Berlin:

"The Way of All Flesh" has just closed its run at the Casino Theatre, Warsaw, where it was an outstanding success. The picture played three shows a day for 36 days. The capacity of the theatre was 1,000, and the picture was seen by 74,040 persons, which means that for the average of the 36 days, two complete performances were sold out daily. This was exceptional business for Warsaw.

welche der Paramount von Männern und Frauen der höchsten Gesellschafts- und Amtskreise entgegengebracht werden. Herr Menjou sagte, dass wir auf unsere Auslandsabteilung sehr stolz sein könnten, und er, als einer, würde diese Abteilung jederzeit und überall preisen.

Telegram		№ 9
Do mieszkańców Warszawy!		Przewód №
12123		Uwagi służbowe
Przyjęto dn. 26/4 1928 r. godz 16 min. 29 z Greeney Island	Urząd	
z "Greeney Island 1. + kabel 50. 10. 10. 12. 16. = słów - dn - godz. min		
W drodze do Greeney Island wszędzie zauważyliśmy kolosalne tłumy.		
Jak się obecnie dowiadujemy, była to publiczność, spiesząca na wyświetlany na całym niemal świecie pierwszy amerykański film Emila Janningsa wytwórni "PARAMOUNT" p. t. "NIEPOTRZEBNY CZŁOWIEK". Po przyjeździe do Ameryki musimy obejrzeć ten film. Radzimy wam natychmiast uczynić to samo i pośpieszyć do kina "CASINO" Nowy-Swiat 50.		
Zaloga aeroplanu "Bremen" (→) Fitzmaurice (→) Keehl (→) Huenefeld		

Above is reproduction of what purported to be a cable message from the German-Irish fliers who crossed the North Atlantic Ocean, addressed "To Everyone in Warsaw," and issued as part of the exploitation campaign for "The Way of All Flesh" when the Paramount picture was playing to sensational business at the Casino Theatre.

(The following is the translation)

Just as much as Greenly Island became known in the world because of our landing, the Emil Jannings picture of Paramount "The Way of All Flesh," which was received from America and which you can see every night at the motion picture house "Casino," Nowy-Swiat 50 (street) has become famous. From the airplane "Bremen"

(Signed) Fitzmaurice, Koehl, Huenefeld.

Famous Tributes Paid to Paramount Pictures by Famous Personages

Hofmarschall-Stat
Seiner Majestät
des Kaisers und Königs
Wilhelm II.
Direktor Ch. Peereboom
Amsterdam

Sehr geehrter Herr Direktor,

Von Herrn van Ede van der Pals vom Rembrandttheater Amsterdam ist mir gesagt worden, dass Sie die Freundlichkeit hatten, ihm den schönen Moana-Film zu einer Vorführung in Haus Doorn kostenlos zur Verfügung zu stellen. Der Film hat hier, sowohl Ihren Majestäten dem Kaiser und der Kaiserin, als auch den Gästen des Kaiserpaars ausserordentlich gefallen. Für die erastesene Liebenswürdigkeit erlaube ich mir, Ihnen den herzlichsten Dank des Hofmarschallamts auszusprechen.

Mit vorzüglicher Hochachtung

sehr ergebenst
H. Hayes
Geheimer Hofrat

Above is a reproduction of a letter of particular interest. It can best be explained by the following message sent to Mr. Seidelman by Mr. C. Peereboom, in charge of Paramount's division of Holland: "Enclosed please find a letter which we received from the ex-German Emperor thanking us for a presentation of the Paramount picture, "Moana" which we arranged at Doorn. In the course of the next thirty days, "Chang" will be shown at Doorn, which screening I shall personally attend. We give you herewith translation of the letter from Doorn to this office:

Court Marshal Office
His Majesty
The Kaiser and King
Wilhelm II
Director Ch. Peereboom,
Amsterdam.
Dear Director:

Mr. van Ede van der Pals of the Rembrandt Theatre in Amsterdam informed me that you were so kind as to place the beautiful film, Moana, at his disposal for a showing at the House Doorn, without charge. The picture not only greatly pleased Their Majesties, the Kaiser and Kaiserin, but also the guests of the Imperial Couple. Let me be permitted to extend hearty thanks from the Court Marshal Office for the kindness rendered.

Yours respectfully,

Very humbly,
(sgd.) Privy Council.

"THE LAST COMMAND" GAVE PLEASURE TO THE PRESIDENT OF CZECHO-SLOVAKIA

We have received from Gus J. Schaefer in Berlin a translation of the written thanks of the President of Czecho-Slovakia, Mr. Masaryk, expressed to Paramount after he had witnessed a screening of the Emil Jannings picture, "The Last Command." These thanks, in both Czech and English, are below.

Prague, May 10th, 1928.

Dear Sir:

I am returning to you with thanks the film "The Last Command" which you lent us and which we screened for the President of the Republic of Czecho-Slovakia.

This film pleased the President very much.

Expressing my deep respect, I remain, (Signed) SEIDL,

Lieutenant-Colonel.

Paramount Film

Praha II, Pane rediteli,

vracím Vám s díkem zapůjčený film "Jeho poslední komando," který jsme předvedli panu prezidentu republiky v Lánech.

Panu prezidentu republiky se film velice líbil.

S projevem opravdové úcty. SEIDL.

LIPOW SCREENS PARAMOUNT PICTURE FOR POLAND'S PRESIDENT

We have had from Mr. E. J. Lipow, Paramount's general manager for Poland and the Baltics, glowing tributes of the filming of "Old Ironsides" which took place in the Palace of the President of Poland recently. The thanks of the President, as expressed to Mr. Lipow through the Chief of the Military Cabinet, are reproduced below on both sides of the Chief's personal card.

Spala du 10. IV. 28

*Polkownik S. C. Sergiusz Zahorski
Szef Sztabu Wojskowego, Warszawa
Jestem bardzo wdzięczny za
wysłanie filmu "Old Ironsides"
17.2.28*

*nie zapomniatę, że film
"Old Ironsides" oglądałem
wczoraj w Spale. Jest to
wspaniały film, który
oglądałem w Warszawie
z panem Prezydentem.
Lipow*

The following is a translation of the thanks of the Chief of the Military Cabinet of Poland:

Spala
Palace of the President of Poland.
April 10th, 1928.

Colonel S. C. Sergiusz Zahorski,
Chief of the Military Cabinet of the
President of Poland.

Many cordial thanks for your kindness in letting us have for screening your excellent film "Old Ironsides" which was exhibited yesterday in Spala in presence of the President of the Republic of Poland, the diplomatic corps and guests.

Yours very respectfully,
(Sgd.) Zahorski.

We also take this opportunity of mentioning that a special screening of the same picture—"Old Ironsides"—was given a few days later for Field Marshal Joseph Pilsudski, Premier of Poland. This screening took place in the Belvedere Palace of the Field Marshal.

THE BRITISH ROYAL FAMILY UNITEDLY ENDORSES "SPEEDY"

We quote The Weekly Despatch of London as follows: "The Royal family would seem to be very fond of films, for since 'Speedy' has been showing at the Plaza, the Prince of Wales, the Duke of Gloucester, Prince George and the Duke and Duchess of York have all seen it." And all enjoyed it!



HER MAJESTY THE QUEEN OF ENGLAND visits one of the suburban theatres of London for the purpose of seeing Paramount's ever-thrilling epic of the jungle, "Chang." The theatre was located at Bethnal Green, a part of London that receives a goodly share of Her Majesty's attention. She is here shown entering the theatre with the Mayor of Bethnal Green.

PERU'S PRESIDENT PRAISES PARAMOUNT PICTURE

Souvenir
de
"Beau Geste"
SUPER PRODUCCION PARAMOUNT
Exhibida privadamente en el
Palacio de Gobierno
en honor de
Su Excelencia
DON AUGUSTO B. LEGUIA
Presidente de la Republica
del Peru
el
Miércoles 9 de Mayo de 1928

Sincronización musical de la película, dirigida por el maestro TEOFILO Y PEREZ Director de Orquesta del Teatro
Calum
Imp. Francisco Vuelvas

Ernest S. Hayes, manager for Paramount in Lima, Peru, scored a fine stroke of Paramount goodwill when he arranged for the screening of "Beau Geste" for the President of Peru, Don A. B. Leguia, in the Government Palace in Lima. Following the screening, Mr. Hayes was warmly congratulated by His Excellency on the merits of the picture.

Coincident with the screening there was produced a special "Beau Geste" number of "Cines y Estrellas," and this proved to be a capital piece of publicity. Above we have reproduced one page of the souvenir programme produced to mark the screening of the picture in the Palace.

CONGRATULATIONS. We most naturally congratulate the Paramounters responsible for the fine work which is represented on this page—work which builds lasting good will for our Paramount organization.

THE COSMOPOLITE AND THE CINEMA

By P. A. Ramont

Sylvanus Froot was of indeterminate nationality and undefined patriotism. He was as much at home in Belgrade, Bashra, Banjoewanjie or Brooklyn, and one of his characteristics was that he would, on the very slightest urge, tell you that he had been to all of these places—and when, and how, and why.

"You've got to travel half a lifetime to get to those places," he was fond of saying, "and when you get there they have such funny habits and customs that it takes the other half of the lifetime learning them."

And his audience (he used to size up his audiences first), would sit back and marvel at this man who had been everywhere, seen everything, and been to places where everything was so completely different from their own world.

"Why, I remember one day in Beluchistan—" he would start to say, and as though a spring was touched, the mouths would gape.

It seemed that his plan was to convince them that in all the countries of the globe that he had been in, the entertainment was distinctly different to anything they had ever seen. In that lay one of the principal points of his pride and vanity. He would tell of the high-salaried Tsu-Ben of Japan, that super personality who explained the action of the picture from the stage of the theatre; and of the Malays of Singapore and the converted Dyaks of North Borneo who knew no greater thrill than that of sitting through an entire programme of western pictures in an evening. He would tell of the quaint mountain village theatres of the Black Forest of Germany, and of the super-heated log cabin theatres of the Russian steppes, where people had never seen an aeroplane, save upon the screen.

And as he thrilled to his own glory of telling his audience of these things, he rested securely in the belief that they were taking his word for all that he was telling them, and that he was describing many forms of entertainment like the like of which they had never seen. So he painted his pictures with words and gestures.

But his audience was not to be fooled. They knew that he was telling of theatres of types such as they had never beheld, of customs totally unlike any in their own country, of screening and presentation features which sounded delightful but queer: but after all, he was telling about motion pictures. So in one of the rare intervals between his stories, one of the more courageous of his hearers gained the courage to ask him what make of pictures all of these theatres had screened.

The cosmopolite was truly taken aback. He wasn't accustomed to having superfluous questions thrust at him. But he proved it to be only a momentary setback by replying: "Why, Paramount Pictures, of course; I thought you would understand that from the fact of my having seen them all around the world.

THE GREATEST ACTOR OF THEM ALL



Just as Emil Jannings is the greatest actor of them all, so is his newest Paramount picture, "The Patriot" the greatest of all the Jannings epics. This Paramount road show creation, lauded to the skies by the Convention delegates, is destined to arouse the entire world to a new zenith of enthusiasm and praise.

JAMES A. CLARK HEADS DOMESTIC AD SALES DEPARTMENT OF PARAMOUNT

Mr. Kent, in Convention Address, Lauds Young Paramourteer Who Forged to the Top from Lowly Start

James (Jim) Clark, for more than a year executive assistant to Melville A. Shauer in the Domestic Ad Sales Department, has been appointed manager of that Paramount department, a position of great responsibility as it entails the handling of a business running into several millions of dollars each year.

"The biggest thrill of this convention (Washington) to me is the sales talk delivered to you men by Jim Clark," was the statement of S. R. Kent in his summation of the Paramount Washington meeting.

"Jim is one of the outstanding examples of Paramount's manpower," said Mr. Kent. "He started very low on the Paramount ladder but such ability as he has shown is not to be

denied and so, following out Paramount's policy of creating executives of men in the ranks, I have selected Jimmy to carry on the work of the department in which he has labored for the past five years."

Though still in his twenties, Jim Clark is one of the pioneers of the motion picture business, his experience dating back to the days of the Mutual Film Company, about 1914. Jim started with that company as film inspector.

During the next six years he successively held the positions of poster clerk, shipping clerk, booker and salesman for various of the old line companies.

Jim's first job with Paramount came in 1920 in San Francisco, where

"A DELANTE DECIMA" CONTINUA PROSPERANDO

Tenemos el gusto de señalar el hecho de que el número de Abril de "Adelante Décima" continúa siendo el espejo de las actividades de la Décima División. Parece ser que la Argentina, no satisfecha con haber ganado la mesa de Mr. Lasky, el año pasado, está empeñada en ganar el primer premio en el concurso del "Año Más Grande 1928." Así lo demuestran, por lo menos, los gauchos, y será muy difícil que haya quien se atreva a detener su marcha. Así nos lo hace presumir lo que hemos leído en el último número de "Adelante Décima."

SALUDO A LA NUEVA OFICINA ESPANOLA

"Paramount Alrededor del Mundo," en nombre de todos los legionarios esparcidos por el mundo entero, tiene el gusto de extender un cariñoso saludo de bienvenida a los paramountistas de la nueva oficina de la Paramount, en La Coruña (España). En otra página de este número publicamos algunas fotografías de la nueva oficina, en la cuales aparecen el señor Salvador Vidal Batet, gerente de la oficina de Bilbao, y el señor Manuel de Diego, gerente accidental de la de La Coruña. Hablando de la nueva oficina, el señor Messeri escribe: "Esta oficina completa nuestra organización en el Norte de España y será un nuevo factor para alcanzar el primer premio del concurso del "Año Más Grande." Deseamos que las palabras del señor Messeri se vean completamente confirmadas.

THE 1928
"GREATEST YEAR!"
CONTEST
IS NOW IN THE
SECOND HALF OF THE
YEAR!

Herman Wobber engaged him as salesman for the non-theatrical department. In 1921 he was transferred to the booking department of that exchange and then, in 1922 he was promoted to the position of ad sales manager for that exchange.

So outstanding was his work in that department that Melville Shauer, then ad sales manager, appointed him traveling representative for the department and until January, 1927, Jim traveled the country spreading the gospel of ad sales.

As a reward for his efforts he was called to the home office in January of last year and awarded the position of assistant manager of the department.

During the recent convention Mr. Kent announced the appointment of Mr. Shauer to the post of Foreign Representative leaving the position of ad sales manager, to which Jim Clark has succeeded.

NOUVELLES DE LA PARAMOUNT POUR TOUS PARAMOUNTIERS

Nous sommes enfin capable de vous donner les photographies des membres de la Paramount de France. Nous vous avions promis ces photographies durant les mois passés, mais plusieurs branches ne nous avaient pas envoyé les leurs, et nous avons été forcé d'attendre qu'elles arrivent. Même maintenant nous avons été obligés de publier ce numéro sans les photos de Nancy, Bordeaux et Tunis, mais nous avons fiancé qu'elles arriveront plus tard, et lorsque nous les aurons nous ne serons que trop heureux de les publier.

Qui seront les gagnants du concours de l'Année 1928? L'intérêt autour de ce concours va en grandissant chaque jour, et nul ne peut jouer le rôle de prophète. Nous avons complété la publication des gagnants du concours de l'année dernière—parmi lesquels se trouve la Paramount de France—et nos numéros des premiers mois de l'année prochaine seront remplis de nouvelles concernant les gagnants de cette année. Nous sommes très heureux d'avoir dans cette publication de "Paramount Autour du Monde" de nombreuses nouvelles et beaucoup d'articles concernant la France et les accomplissements de Paramountiers Français. Vous trouverez aussi de nombreuses photos montrant le nouveau Theatre Paramount à Toulouse, et d'autres vous donneront une idée des travaux de M. Francis Mangan au Theatre Paramount de Paris. Ces photos sont pour nous une grande inspiration. Quiconque a vu ces theatres en fait leur panégyrique.

Ci-et-la, parsemé, vous trouverez d'autres nouvelles de France... Peut être la plus importante de toute est celle relative à l'arrivée de M. Adolphe Menjou, est la bienvenue qui lui fut accordée à Paris.

En dévotant une page entière à ce sujet nous pensons que non seulement n'avons nous fait que rendre justice à une grande vedette, mais que nous réellement reflétons le grand hommage que cette étoile a payée à La Légion Etrangère de la Paramount. De plus, c'est avec grand plaisir que nous publions ici sa lettre de remerciements adressée à L'Organisation Française de la Paramount; lettre qu'il a envoyée à M. A. Osso avant de quitter Paris, et dans laquelle il remercie particulièrement ces Messrs. Darbon, Hervouin et Nico Lek.

Immédiatement après la Convention, M. J. H. Seidelman envoya une lettre à tous les bureaux, relative à la Convention, et vous faisant part des filus à venir, et des plans de notre organisation. Déjà, ces lettres ont créé un enthousiasme inouï, et nous savons maintenant plus que jamais avant que La Légion Etrangère de la Paramount fera de cette présente année un succès énorme.

Quelques jours avant d'imprimer ce numéro, M. E. E. Shauer eut un long et plaisant entretien avec Adolphe Menjou, qui venait de retourner d'une visite très cordiale qu'il venait de faire en Europe. Naturellement ils parlèrent de maintes choses, mais le tout important message que l'étoile de la Paramount souhaitait convier au chef de la Légion Etrangère, était sa foi qu'il avait dans notre Légion Etrangère, et le fait que notre Organisation l'avait émerveillé. Beaucoup de personnes nous disent cela... Nos directeurs nous ont souvent dit la même chose... Et les directeurs d'autres industries nous l'ont aussi dit... Mais lorsque nous entendons ces mots prononcés par l'une des plus intelligentes vedettes de l'écran, nous sommes sur qu'un

R. M. "DICK" BLUMENTHAL LEAVES NEW YORK

The "Ile de France," outward bound from New York on June 30th, carried as a passenger, R. M. "Dick" Blumenthal, formerly Blumenthal, now assigned as executive assistant to Mr. M. A. Shauer, with headquarters in Paris.

R. M. "DICK" BLUMENTHAL EN EUROPE

Lorsque vous lirez ces lignes, R. M. "Dick" Blumenthal aura retourné en Europe, et sera occupé à s'installer dans ses nouveaux bureaux et dans son nouveau poste d'Assistant-Directeur à M. Melville A. Shauer.

L'Europe n'est pas une nouveauté pour "Dick," et il va y retrouver de nombreux amis, et nous savons que la même hospitalité que vous accordez à tous Paramountiers, l'attend.

Nous le félicitons chaudement pour cette promotion, et c'est avec le cri de "Bonne Chance!" qu'il va quitter ces rives.



LOS GAUCHOS make a timely linking with the Olympic Games of 1928 by publishing this cartoon in the latest issue of the Argentinian house organ, "Adelante Decima." The drawing shows general manager Fred Lange, as Paramount, easily winning from the remainder of the field of competition.

plus grand compliment ne pouvez nous être fait.

Une autre étoile qui a aussi payé une visite à M. E. E. Shauer récemment fut Pola Negri, sur le point de partir en Europe. Elle a fini son travail sur "The Woman of Moscow" (La Femme de Moscou) et ce film, avec "Loves of An Actress" (Les Amours d'une Actrice-Rachel) constituent les deux meilleurs films que Pola Negri a jamais donné à Paramount. Nous venons de voir ces deux films, et notre enthousiasme est sans bornes.

Annoucé le mois dernier et encore ce mois-ci, nous venons vous rappeler le fait que La Légion Etrangère de la Paramount à son direct représentant aux Studios de la Paramount en Californie. Ce représentant, M. George N. Kates, consacre tout son temps à surveiller chaque film dans le but d'assurer qu'ils seront absolument correct dans chaque détail, au point de vue international, et pour le monde entier en dehors des Etats-Unis d'Amerique, et du Canada. Il a un personnel très capable, une suite de bureaux, et une chambre d'ex-

MENJOU THANKS THE FRENCH PARAMOUNTEERS

That the Paramount star and his wife were delighted with the reception accorded them in Paris is evidenced by the following letter written to Mr. Osso on May 29th by Adolphe Menjou:

We cannot leave Paris without a word of thanks for the splendid manner in which our arrival was handled. Also for the thousand and one courtesies granted by your fine organization. We are especially grateful to Messrs. Darbon, Hervouin and Nico Lek for their faithful service to us. We can never forget this visit, nor those connected with it. Sincerely, (sgd.) Adolphe Menjou.

HAROLD SUGARMAN GOES TO PANAMA

Harold Sugarman, a Paramountier who has just completed a training of six months in the New York Exchange and Home Office Foreign Department, left for Panama June 30th to assume the post of assistant to Harry Novak, manager for Panama.

Throughout the long education of gaining a grasp on the ramifications of the Foreign Department, Harold has displayed an enthusiasm and a comprehension which augur well for his success in his new post. We congratulate him upon his assignment, and look forward to the time when we shall be telling of his accomplishments in these columns.

HAROLD SUGARMAN, ha sido nombrado ayudante del gerente Harry Novak, de la oficina de la Paramount en Panamá (América Central). Mr. Sugarman ha estado entrenando para su nuevo puesto durante más de seis meses en la oficina de alquiler de Nueva York y en las oficinas del Departamento Extranjero. El señor Sugarman parte de Nueva York para su nuevo destino con los más fervientes desos para su éxito de sus compañeros de la Legión Extranjera.

MR. SHAUER ACQUIRES A WORTH WHILE SOUVENIR

As a souvenir of the memorable Convention banquet in Washington, Mr. E. E. Shauer treasures a menu which carries not only the names of the guests of honor, but their autographs as well. The following signatures are appended beside the names of the honor guests: Charles G. Dawes, Vice-President of the United States; Herbert Clark Hoover, Republican nominee for President; Curtis D. Wilbur, Secretary for the Navy; Senator Joseph Robinson, and Commander Richard E. Byrd, famous explorer. Another signature which was added at a luncheon at the Capitol which Mr. Shauer attended with the just-mentioned gentlemen, was that of Charles Curtis, Republican nominee for Vice-President of the United States.

position dans laquelle les plaquettes et affiches Françaises occupent une place très imposante. M. Kates a énormément voyagé à travers le monde entier et à était bien des fois en France.

AUSTRALIA, GUARANTEED FOR 1928, COMPLETE GUARANTEE FOR 1929 AS GREATEST YEAR

The following details are highlights from a cable which Mr. E. E. Shauer received from Managing Director John W. Hicks, Jr. on June 29th:

Just closed deal all first-runs in Australia for next year for fifty-two Paramount Pictures. Inspiringly high quality of current year's product has been responsible for this sale. All additional pictures beyond the fifty-two will be sold on individual basis. Deal also includes Short Features. While this year is going to be our greatest year to date, 1929 will be greater. Kindest regards. (sgd.) Hicks.

May we have the honor of publishing your reply to this statement of affairs in an early issue?



John W. Hicks, Jr.

THIS FORECASTS TERRIFIC ARGENTINE BOOM



This is the message which General Manager Fred Lange sent to the Paramount Convention in Washington on behalf of his "Gauchos" of Argentina, Uruguay and Paraguay: "As far-off contributor to the spirit of Paramount's Annual Convention, Argentina and remainder of territory surpassed all previous records for May." Well, you can hold a lowly standing down for just so long—and then something has to pop. Our tip is that you watch Argentina—but watch those "Gauchos" as probably the toughest opposition that you have in this memorable and ever-swiftening race.

NOTICIAS DE ACTUALIDAD PARA LOS PARAMOUNTISTAS DE HABLA ESPAÑOLA

En esta edición de "Paramount Alrededor del Mundo" tenemos un gran número de notables ejemplos de alto tributo rendido a las películas Paramount en varios puntos del globo. Hay, por ejemplo, el tributo de S. E. el Presidente del Perú, quien ordenó la exhibición de *Beau Geste* en su palacio de Lima, y más tarde hizo que se comunicase al señor Ernesto B. Heyes, Gerente de la Paramount, que esta película había sido de su completo agrado. Tenemos también el caso de *Alas*, película que ha sido elogiada por el Capitán Carranza, uno de los más notables "ases" de la aviación mejicana. El mensaje autógráfico del Capitán Carranza, junto con una traducción del mismo, aparece en otra página.

Los restantes tributos se componen de elogios de S. M. la Reina de Inglaterra, S. E. el Presidente de Polonia, S. E. el Presidente de Checoslovaquia, el ex-Kaiser de Alemania, que al presente reside en Doorn (Holanda) y otros personajes notables.

Alas será indudablemente elogiada por las personalidades de todo el mundo, a juzgar por la magnífica y sorprendente recepción que ha tenido este año. En Londres ha sido vista constantemente por la realeza; en el Japón ha sido aclamada como la más grandiosa película que hasta ahora se ha hecho; en Australia es la sensación del día, con el adicional interés despertado por la misma debido al maravilloso vuelo sobre el Pacífico llevado a cabo por los dos aviadores australianos y los dos americanos. En Nueva York alcanza ahora su 44 semanas consecutivas, comenzando su segundo año el 12 de agosto y en la certidumbre de que aún continuará exhibiéndose por un año y medio más.

Otra de las películas que entrará muy en breve en la clase de los grandes éxitos es *El Patriota*, cinta maravillosa en la que actúa de *estrella* Emil Jannings y ha sido dirigida por Ernst Lubitsch. Esta película, cuya grandiosidad es tan profunda que no encontramos palabras con que describirla, será presentada en breve en uno de los más famosos teatros de la Vía Blanca, de Nueva York y confiamos, y es nuestra creencia, que la misma durará en el cartel por más de un año. Como saben nuestros lectores, en esta película actúa no

sólo Jannings, sino también Florence Vidor, Lewis Stone y Neil Hamilton.

El mes pasado se enteraron nuestros lectores de los detalles ansiosamente esperados referentes a los premios del Concurso de 1928, "El Año Más Grandioso," y si no pudieron leer los mismos en inglés estamos seguros que les fueron traducidos a su idioma. Lo importante es que estos detalles han sido ya anunciados y confiamos de modo cierto en que los mismos serán del agrado de todos. Como sucede con los detalles del Concurso, los premios también ofrecen una oportunidad para cada Legionario en todas las oficinas, desde el gerente general al más humilde empleado.

España, Méjico, Guatemala, Panamá, Colombia y otros países han hecho hasta la fecha un gran esfuerzo; y lo importante del caso es que los Legionarios de estos países saben perfectamente que el hecho de tener un gran comienzo no es por sí solo indicio de éxito seguro. Indudablemente, un gran comienzo es en sí una ayuda extraordinaria; pero el

SPANISH AIR HERO



Captain Julio Ruiz de Alda, hero of the air flight across the South Atlantic Ocean from Spain to Argentina, visits the Criterion Theatre, New York, to witness a presentation of Paramount's air epic, "Wings." Captain Alda is in the centre of the photo, in the gray coat, just behind the word 'Julio' in his signature. The others in the group are Mr. Alda's secretary, commander Adolfo H. de Solas, of the Spanish Embassy, and Professor Heraclio Alfaro, of the Madrid School of Aviation.

NEW PARAMOUNT OFFICE IN SPAIN

Managing Director M. J. Messeri announces the opening of the newest exchange in the Matador Division. It is located in the city of La Coruña, province of Galicia, and is a distributing station under the jurisdiction of the Bilbao office, of which Mr. Salvador Vidal Batet is the Manager. Mr. Manuel de Diego is temporarily Manager of the La Coruña office, and is shown at the left in the top photograph. This office completes the Paramount organization in the north of Spain. Mr. Batet is standing in the top picture.



enérgico esfuerzo para seguir adelante de cara a la oposición desesperada de los que luchan por darles alcance, hay que tenerlo en cuenta también. Como puede suponerse, la lucha por alcanzar los primeros puestos se hace bastante dura durante los últimos meses, y a menos que se esté preparado para ella con buenas y sólidas bases puede descubrirse al último momento que es fácil perder cuando uno crea en una segura victoria. Los países mencionados al principio de este párrafo parecen estar seguramente colocados; pero no se debe confiar demasiado en las apariencias. Trátese de asegurar el puesto consiguiendo una mayor ventaja desde el principio.

Inmediatamente después de haberse celebrado la Convención se envió una carta por Mr. Seidelman a cada oficina en la que se hablaba de ésta, el producto para la próxima temporada y otros planes de la Compañía. Estas cartas han despertado ya un gran entusiasmo, y todos sabemos que la Legión Extranjera de la Paramount está resuelta más que nunca a batir este año un verdadero record de negocios.

Poco después de que esta edición fuese a la prensa, Mr. E. E. Shauer tuvo una larga y agradable visita de Mr. Adolphe Menjou, quien acaba de regresar de una corta visita a Europa. Naturalmente, ambos hablaron de muchas cosas, pero el más importante mensaje que la *estrella* galante y distinguida por excelencia de la Paramount desea llevar al jefe de los Legionarios de la Paramount es su creencia de que la organización de la Paramount por el mundo entero le conmovió más de lo que se puede expresar con palabras. Dijo que tenía-

mos una maravillosa organización, y esto lo repitió una y otra vez constantemente. Lo que es muy halagador, ¿no es verdad? Nosotros hemos tenido ocasión de oír lo mismo de labios de nuestros propios directores y de directores de organizaciones de distinto carácter; pero oírse a una de las *estrellas* más inteligentes y observadoras de la pantalla ha sido uno de los mejores elogios que pueden hacerse de nosotros.

Otra *estrella* que visitó a Mr. Shauer recientemente fué Pola Negri, quien estaba a punto de embarcar para Europa entonces. Miss Negri ha terminado su trabajo en "La Mujer de Moscow," y esta película, junto con "Los Amores de una Actriz," constituyen las dos mejores cintas que Pola Negri ha dado a la Paramount. Nosotros hemos visto ambas y nuestro entusiasmo por las mismas no tiene límites.

Recientemente cayó sobre Nueva York una terrible tempestad y como todo el mundo se dirigiera a las ventanas del edificio de la Paramount para ver lo que pasaba, George Weltner hizo notar con su acostumbrada indiferencia: "¡Oh, esa es sólo una cortés indicación del Gerente General Fred Lange de la tempestad que se avecina de resultados y trabajos del Concurso, que podemos suponer ahora se acerca a cada momento barriéndolo todo. El y sus Gauchos se han estado conteniendo por bastante tiempo;—pero ahora están a punto de romper toda clase de trabas!" Cuanta verdad pueda haber en sus manifestaciones puede comprobarse por la lista de resultados de este mes.

Argentina, como todos saben, junto
(Continúa en la página 11)

**ROBERT ROSENTHAL
PRAISES PARAMOUNT
PRODUCT**



Robert Rosenthal

From Robert Rosenthal, general representative for Paramount in Switzerland comes a message with the following comment included:—
“I have pleasure in

acknowledging receipt of five copies of the book containing Paramount's Whole Show Program for 1928-29. This publicity is simply wonderful, and I am very sure that with this array of product Paramount will lead everywhere as usual during the coming year. Thanking you very much for sending the books, and assuring you that the record for 1927-28 will be easily eclipsed by the record for 1928-29. (sgd.) Robert Rosenthal.”

**BETTY COMPSON SIGNED
FOR “DOCKS OF NEW YORK”**

Betty Compsom has been chosen by Paramount to appear opposite George Bancroft in “The Docks of New York.”

The picture is an original screen story by Jules Furthman, a member of the Paramount writing staff. Furthman and Josef Von Sternberg, who will direct, recently made a trip to New York in search of “color” for the waterfront sequences. Bancroft plays a stevedore.

**AUSTRALIAN TRIB-
UTE TO “WINGS”
RANKS WITH FINEST
YET RECORDED**

The Daily Guardian of Sydney, Australia, thought so highly of “Wings” that its review on Paramount's epic of the air was transferred to the main news page, where it was given the most spirited column of praise we have seen recorded. We should like to reprint this praise in its entirety, but a few characteristic excerpts will acquaint you of its strength:

There is an international broadness about the picture that makes “Wings” a big picture—big in the big sense of the word..... Faithfully and moovingly as “Wings” hurls itself over the battleground, it is chiefly in the air that the picture makes film history

But the finest compliment that can be paid to “Wings” is this:—the “young warriors whose wings are folded about them forever” will not resent the dedication

**The
Foreign
Department
in
Hollywood**



TOP: Office of George N. Kates.
LOWER
RIGHT: Portion of display from all lands of the Foreign Department.

**Paramount
Around the
World
in the
Studio**

Here are first glimpses of the Foreign Department's new branch of activity, situated right in the Paramount studio in Hollywood. This branch is under the direction of George N. Kates, and it is most evident that he has given the suite of offices a thorough Foreign Department ‘atmosphere.’ The

charts and maps displayed are those which saw active and useful service during the recent series of Conventions. Mr. Kates' activities in the business of spreading the Foreign Legion's ideals and records of achievement will be a regular feature of these pages. As well as in the Paramount Studio News.



BILL CLARK, SIGNPAINTER

This masterful piece of work for “We're in the Navy Now” is the proud achievement of William J. “Bill” Clark, himself, according to advices received in the Home Office from Calcutta, India. “Bill” says that painting the sign took him an entire morning, and proof-

reading it took an entire afternoon—and he spent an entire evening listening to the roars of laughter caused by the Beery-Hatton fun-picture. All of which is added evidence of the continued good Paramount work that “Bill” Clark—and of course Charles Ballance also—is getting done in the ever alluring land of India.

ALL HONOR TO CHILE



During their recent visit to New York City, 250 officers and men of the Chilean training ship, General Baquedno, visited the Paramount and Criterion Theatres as the guests of Paramount. At the Paramount they saw George Bancroft in “The Dragnet” and at the Criterion they of course saw “Wings.” Above is a view of the entrance to the Paramount Theatre, with the Chilean flag flying. This flag was flown for the entire duration of the stay of the General Baquedno.

**BRAZIL
Concurso Paramount
(12 - 5 - 1928)
OVER THE TOP**

Quota	36.54
19 Semanas	
OVER :	
São Paulo	42,39%
Bahia	40,27%
Botucatu	38,00%
Recife	37,44%
Curityba	36,96%

UNDER :	
Juiz de Fôra	36,17%
Rib. Preto	33,69%
Cruzeiro	33,54%
Cinemas	31,33%
Rio de Janeiro	31,20%
Bello Horizonte	30,70%
Porto Alegre	29,69%

CITIES!

In this issue, on pages 12 and 13, we give you the first of a series of cities to which the 1928 “Greatest Year!” Contest prizes may go.

We want to carry this series right along, from issue to issue; but we want you to know that from now on it is up to YOU to see that your city gets representation here. Purchasing these photographs in New York, coupled with the time entailed in locating them, is a rather expensive proposition. So we're looking to you from now on to supply the photographs.

Besides, it will be a good thing for us to have in our files a few representative photographs of all of the cities in which Paramount has office or exchange representation.

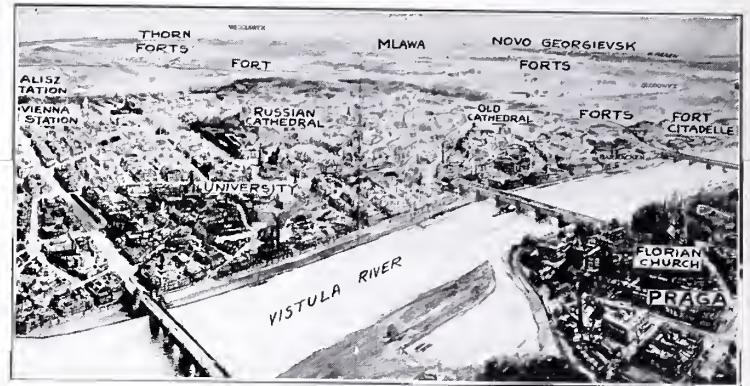
Please mark this down for attention.

Some Cities to Which



MADRID

Quite a lot of the Matadors will surely think that here, in Spain's capital, is an excellent place for the First Prize in the Contest to come for a permanent home. Matador Messeri's thoughts must undoubtedly swing along this line, and the only ones to deny his belief are those who are just as certain that the Prize is going to land in their territory—and stay there. At all events, Madrid looks pretty good to look at from here.



WARSAW

This is the city where records have been popping with such Paramount specials as "The Way of All Flesh" and "Old Ironsides." They've been perfectly handled by Warsaw Manager A. Hamburger and special representative for the Baltics and Poland, E. J. Lipow. So it is not outside the bounds of possibility to imagine one of the three prizes—possibly the First Prize—landing in that grand old city on the proud Vistula River. We'd gladly lead the cheering squad in shouting hip-hooray.



LIMA

This is the Peruvian capital's second appearance in this issue, and when a place appears twice, it means big business. The Paramount office in Lima hasn't been open so very long, but it at least has proven that a place doesn't need to be open long before making its presence felt. Manager Ernest S. Hayes has proven that he wants one of the prizes to come to Lima, and if his wish is gratified—here's the city that will get the prize.



LEIPSIG

Here's the world's most famous fair city, actually photographed at the height of the great exposition of manufactures which attracts buyers from every part of the world. One would reason, therefore, that a city with such powers of attraction should be able to entice one of the Contest prizes. Messrs. Blumenthal and Schaefer very naturally insist that one or more of the prizes will go to Germany, which leaves Leipzig as a possible recipient—provided its achievements are O. K.

WITHOUT any desire for partiality—and certainly without intent of prophecy—we give you herewith some authentic glimpses of famous cities of the world to which it is possible for the prizes in the 1928 "Greatest Year!" Contest to go. As events will later prove, it is not so much the inducements which the city has to offer that will lure the prizes there, but the spirit of achievement of the Paramount Legionnaires of that city—achievement written in the creditable figures of results attained in the most practical fashion.

If You Think YOUR City Ha

the Prizes May Go!



SYDNEY

The Southern Cross City with the New York skyline isn't so far away now that the monoplane "Southern Cross" has reached there in less than a handful of hops. And it isn't so far away in the race for the prizes, now that the Australians have shown that with their superb handling of "Wings," their new array of wonderful modern theatres, and many other indications, that "There's Still a Live Mountain of Punch in the Blue Ribbon Bunch." And Managing Director John W. Hicks, Jr., doesn't care who knows it.



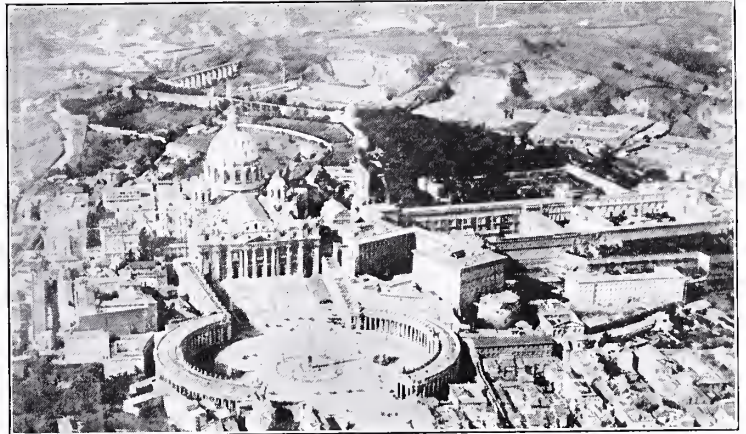
TOKYO

When Tom Cochrane was across attending the Conventions a couple of months ago, he made such vigorously sincere declaration of the fact that his Japanese Division was going to win one of the Prizes this year that he had to be viewed as one of the most serious contenders in the race. Of course, just how true were his statements is private matter between his Division and the actual results. However, here's one of the cities of Japan to which a prize can go.



OSLO

With Carl P. York taking flying trips to London to be up to the minute on presentations, and with every Scandinavian Legionnaire working at tiptop speed to bring Sweden, Norway and Denmark to the peak-point of the standings, it seems possible to believe that one of the Prizes might find its way into the heart of this attractive capital of Norway. At all events, the Scandinavian Paramounteers will know whom to blame if it doesn't.



ROME

There used to be a fable about lightning never striking twice in the same spot. But as a Paramount Contest is based along more certain lines than the pranks of a lightning flash, it is possible to believe Managing Director David Souhami's sincere declaration that First Prize in this 1928 "Greatest Year!" Contest is also going to go to Italy. Last year the Italian leader said something along these lines, and was able to support his claim. Will he be able to again this year?

NATURALLY there will be present the desire in the heart of every Paramount Legionnaire to see his, or her, city pictured on these pages in future issues. And as this is no stunt for showing favor to the leaders in the Contest, and neglect for those not in the lead—but rather an honest attempt to show you all something of the other fellow's place—we shall continue to publish pictures of cities, endeavoring to attain a somewhat different effect every month. So let's have your city, irrespective of your place on the Standings List.

a Chance — Send a Picture!

TOPICOS DE INTERESSE PARA OS PARAMOUNT-TEZES DE LINGUA PORTUGUEZA

Apesar deste numero a luz da publicidade, ja os paramountezes brasileiros terao recebido, de volta da America, o seu presado chefe, Mr. John L. Day, Jr., gerente geral da Paramount na America do Sul.

O plano dos premios ja foi publicado!

De acordo com essa nova tabella, serao os premios distribuidos de forma a agradar a todos, podendo serem participantes de um dos grupos todos os funcionarios de um mesmo departamento.

Pelo novo plano, ao contrario dos anteriores, cada membro dos departamentos estrangeiros tera parte activa no concurso. O sistema de pontos foi arranjado de tal maneira que sem a completa cooperacao de todos os paramountezes de um dado departamento, pode este falhar na obtencao dos premios.

Assim, como ja vimos dos planos do concurso que foram publicados em o nosso numero passado, cada paramuntez tera parte activa na victoria e parte activa na compensacao nos premios distribuidos depois de apurado o resultado final.

Para maior comprehensao, publicamos ainda este mez os planos do concurso. Caso nao seja possivel a algum dos interessados ler o ingles, facilmente encontrara, cremos nos, quem lhe possa traduzir os planos do concurso no vernaculo.

Em se falando de concursos, surge logo a ideia da importancia que possam ter para a bilheteria as novas pelliculas do programma deste anno. Sobre este assumpto ja se expressou Mr. J. H. Seidelman, ajudante-secretario de Mr. Shauer, em uma carta circular que foi remetida a todos os departamentos do estrangeiro.

Sobre o super-film "Azas" estamos ainda recebendo os mais entusiasticos comunicados das agencias territorias onde esta o film sendo exhibido. Estamos certos de que muito breve comecarao tambem a chegar as noticias do sucesso do film no Brasil e em Portugal, onde "Azas" ira por certo obter a continuacao do grande exito alcançado em outros centros de exhibicao.

Em Londres, passou o film pela

tela do Carlton, estando presente varios membros da familia real inglesa e altas patentes da armada e do exercito. No Australia, ao ser "Azas" exhibido no Regent Theatre de Sydney, toda a imprensa louvou a grandesa e bello espectaculo da producao Paramount.

Japao, tambem, onde ja foi o film apresentado, obtiveram os seus exhibidores os melhores resultados de bilheteria.

Assim, pois, justo e que esperemos para o film um dos maiores sucessos de exhibicao quando for elle apresentado as plateias portuguezas e brasileiras.

Publicamos a pagina 3 deste numero o retrato de Mr. George N. Kates. Sobre a sua ida para Hollywood ja nos referimos em nossa edicao passada. Mr. Kates foi designado

para o posto de "representante especial do Departamento Estrangeiro junto aos directores" no studio da Paramount na costa do Pacifico. A elle ficam entregues todos os trabalhos de critica internacional durante a filmacao das pelliculas.

Mr. Kates, que fala diversas linguas, e que ja fez tres vezes a volta ao mundo, e a pessoa capacitada para um cargo de tamanha importancia na verdadeira adaptabilidade de certos assumptos dos films ao gosto das plateias estrangeiras.

JOHN MONK SAUNDERS AND FAY WRAY AND MARRY

John Monk Saunders and his bride, the former Fay Wray, Paramount actress, spent their honeymoon in Washington before visiting New York.

The marriage of writer and star took place June 15th in Easton, Maryland, (U.S.A.) where Miss Wray and Gary Cooper were filming "The First Kiss," a story of the Chesapeake Bay fishing fleets. Saunders is the author of "Wings," "The Legion of the Condemned" and "Dirigible," a third Paramount air special to be made this year.

ALLES VORBEREITET FUER EINE WUNDERVOLLE "WINGS"-SAISON

Die deutsche Organisation der Paramount macht ohne Zweifel jeden menschlich moeglichen Versuch um "Wings," wenn es in kurzer Zeit in Berlin zur Urauffuehrung gelangt, zum groessten Erfolg zu verhelfen. Herr Blumenthal sandte kuertzlich drei Maenner - die Herren Teehow, Feld und Lefebre - nach London, um an einer Vorfuhrung des Films im Carlton Theatre teilzunehmen, und sich nach allen Einzelheiten in Bezug auf das Magnoskop, Lautgerauesche, Musik und Buehnenvorfuhrung zu erkundigen. Als Resultat dieser Untersuchung ist er zu der Annahme bereit, dass die Berliner Filmvorfuhrung von "Wings" eine Sensation in der Weltgeschichte des Films bedeuten wird.

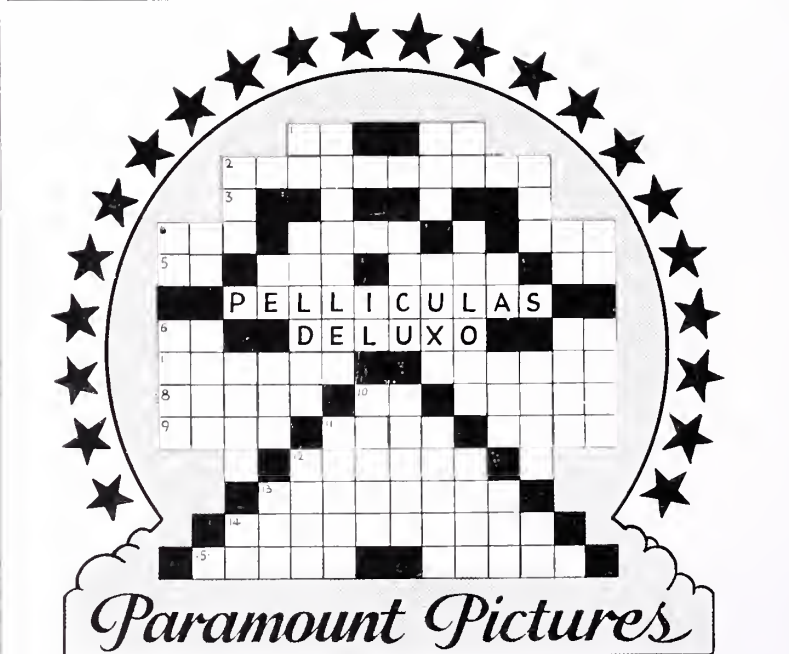
IN NEXT ISSUE

Believing that we have lived up to all that we promised in a similar announcement of this kind last month, we'll essay to give you some idea of what you can expect next month. There will first of all be a tabulation of the standings at the completion of the first half of the year. Then there will be a continuation of the "Cities to Which the Prizes Can Go!" series, an exposition of the marvelous supremacy of Paramount stars as demonstrated by the fan mail—and there will be a supplementary Contest Prize announcement that should bring whoops of joy to every Legionnaire. In addition, there will be a continuation of the general news; and there is the additional promise held by all of the events which might possibly happen between now and next issue.



TRADE MARK ESTEEM. Here are the cover and one of the pages of the most recent issues of "Cá de Casa," that famous house organ of the Brazilian organization of Paramount. They show in unmistakable fashion the respect in which the Paramount Trade Mark is held in Brazil.

HERE IS FURTHER EVIDENCE OF TRADE MARK DOMINANCE



This is a pre-release of one of Arthur Coelho's series of remarkably ingenious and effective crossword puzzles, devised from the suggestion of Eddie Schellhorn. It is scheduled for appearance in the August issue of "Mensagem Paramount," and to date even the details of the puzzle have not been

worked out. We reproduce the idea here in order that you may see evidence of the terrifically high esteem in which the Portuguese Paramounteers, in common with all other Paramounteers, hold the Paramount Trade Mark. Mr. Coelho is editor of "Mensagem Paramount" in the N. Y. Home Office.

EEN OVERZICHT VAN HET BELANGRIJKSTE PARAMOUNT NIEUWS DEZER MAAND

Na eenig uitstel, dat waarschijnlijk vele harten deed popelen van nieuwsgierigheid, is de informatie betreffende het aantal en den aard der prijzen voor het '1928-Het-Allergrootste-Jaar-Concours' eindelijk gepubliceerd. Ongetwijfeld zullen de details voor U vertaald worden en dan zal het U duidelijk zijn, dat iedere Paramounter ener buitenlandsche afdeling, te beginnen met den Directeur, een kans heeft om een prijs te winnen. Door elken Paramounter der winnende Divisie te laten medeelen, meenen wij een redelijke en billijke regeling getroffen te hebben voor het Concours 1928.

Intusschen ontbreekt het in het Concours niet aan spanning. Op de pagina, welke gewoonlijk voor den stand der competitie gereserveerd wordt, wordt een der vinnigste wedstrijden uit de Paramount geschiedenis aanschouwelijk voorgesteld. Het komt ons voor, dat elke divisie zich dit jaar harder en met meer entoesiasme inspant, dan ooit tevoren en tegen December verwachten wij zoo weinig fluctuatie in de cijfers en percentages van den concours-index, dat zij elkaar van het papier dreigen te dringen. Het zal spannen!

Reacties op de door den Heer Seidelman uitgezonden Conventiebrieven, stroomden naar 'Het Kruispunt der Wereldwegen'; de inhoud van alle ontvangen antwoorden wijst scherp op het effect van dat rondschrijven, hetwelk blijkbaar alle divisies en alle Paramounters tot ongekend entoesiasme heeft opgezweept. Alle Paramounters zijn in de wolken over de uitmuntende nieuwe films en over de schitterende toekomstplannen, allen gericht op den vooruitgang en bloei onzer organisatie; en zonder uitzondering zijn alle Paramounters verlangend het hunne tot dien vooruitgang, kraecht en bloei bij te dragen. Dank zij de werkelijk schitterende wijze, waarop het Concours 1928 ontworpen is, hebben wij thans een doelmatiger basis voor het noteeren der resultaten voor iederen Legionnaire individueel, zoodat wij gedurende dezen wedstrijd veel beter dan vroeger, de individueele krachtsinspanning en bijdrage tot den vooruitgang der maatschappij kunnen beoordeelen en waardeeren.

Op een andere bladzijde van deze editie, hebben wij een zeer interessanten brief gereproduceerd, van een gedistingeerd personage, thans woonachtig op Kasteel Doorn. Voor den aanzienlijken Heer in kwestie, werd de film 'Moana' vertoond en uit zijn schrijven, dat wij niet alleen afdrukken, als blijk van waardeering voor den Heer Peereboom, doch tevens ter wille van het interesse, dat de geheele wereld daarin denklijk zal stellen, blijkt, dat hij van de voorstelling genoot. Op de zelfde pagina hebben wij nog andere blijken van waardeering voor Paramount films, gereproduceerd. Wij mogen er wel

aan toevoegen, dat dit slechts een zeer klein gedeelte is van den lof, dien men Paramount films alom toezwaait.

"Wings" (Vleugels) het machtige, imposante film drama over den oorlog in de lucht, dat weldra in Nederland zal worden vertoond, loopt thans voor de 48e achtereenvolgende week in het Criterion theater, in New York City. Op 12 Augustus gaat de film haar tweede speeljaar in. De film heeft overal uitbundig succes, speciaal in Londen, Japan en in Sydney.

De Buitenlandsche Afdeling van Paramount heeft thans haar eigen vertegenwoordiger op de Hollywood ateliers van Paramount, hetgeen reeds in de vorige editie van dit blad werd aangekondigd. Deze vertegenwoordiger, George N. Kates, wijdt al zijn tijd aan filmdetails, voor zoover deze betrekking hebben op het buitenland (d.w.z. de geheele wereld, uitgezonderd de Ver. Staten en Canada). De Heer Kates, die zeer bereisd is en menigmaal Holland heeft bezocht, heeft deskundigen, een ruim kantoor, alsmede een affiche publiciteitszaal tot zijn beschikking gekregen. Onnoodig te zeggen, dat de Hollandsche affiches er een in het oog springende plaats hebben gekregen.

Berichten uit Java vinden op het Hoofdkantoor van Paramount steeds een goed onthaal. Die verwijderde gewesten schijnen op ons steeds een speciaal charme uit

te oefenen. Zoo nu en dan ontvangt de Heer Shauer bezoek van een bekenden bioscoopexploitant, uit Java, of uit de buitenbezittingen en dan krijgen wij alle nieuwtjes te hooren omtrent de ontwikkeling van het bioscoopwezen in Indie. Vooral het nieuwe Simpang theater, te Soerabaya, heeft in den laatsten tijd niet over gebrek aan publieiteit te klagen gehad en wij besehouwen het thans, als een der meest moderne en mooiste van de wereld. Uit de vracht brieven van Indische bioscoop liefhebbers wordt het ons duidelijk, dat zij, wat geregeld bioscoopbezoek en belangstelling betreft, voor niemand ter wereld onderdoen.

Nu wij toeh over de Indische gewesten schrijven, doet het ons genoeg door middel van deze regelen een woord van welkom toe te roepen aan onzen trouwen Paramounter, André Olsen, aangewezen voor Paramountdienst in Java, door den Heer John W. Hick Jr. den algemeenen Directeur van Paramount in Australie, Nieuw Zeeland, Java en de Straits Settlements.

De Heer Melville A. Shauer vertoef thans als speciaal vertegenwoordiger van Paramount in Europa. Zijn kantoor, dat de belangen van Paramount in geheel Europa behartigt, is in het Paramount theater gevestigd. Bij het verschijnen dezer editie, vertrekt R. M. 'Dick' Blumenthal, gedurende de laatste drie jaar assistent van den Heer Seidelman, naar Parijs, als assistent van den Heer Melville A. Shauer. Met deze mutatie, beëindigt de Heer Blumenthal een vijf-

DE LEIDSMAN IN HOLLAND



C. Peereboom

Dit is de Heer C. Peereboom, de leider der Hollandsche Divisie, die de vastberadenheid zijner Paramounters in een tekening in deze editie, zoo duidelijk

en krachtig in beeld brengt. De lovenswaardige prestaties der Hollandsche Divisie in het afgelopen seizoen, zijn grootendeels aan zijn leiding en werkzaamheden te danken en hij verklaart met groote beslistheid, dat de resultaten van Holland gedurende het loopende jaar, die van 1927 in de schaduw zullen stellen. De lezers van deze regelen behooren te weten, of de voorspelling van den Heer Peereboom al dan niet waarheid wordt.

(NOTE: Mr. C. Peereboom, whose likeness is reproduced above, is leader of the Holland Division. His Legionnaires are already producing a performance worthy of ranking with their memorable showing of last year, and in a cartoon statement on another page he announces the intention of his Division of going over Quota. We sincerely think that this information—and warning—should be conveyed to all of the other Divisions, especially as Mr. Peereboom is so earnest in his declaration.)

jarigen dienst tijd, gewijd aan de belangen van Paramount in de Vereenigde Staten, welke hij doelmatig en met hard werken heeft voorgestaan... twee jaar in de binnenlandsche en drie jaar in de buitenlandsche afdeling. Ongetwijfeld zullen de Hollandsche legionnaires binnenkort wel een bezoek krijgen van dit tweetal.

Van de filmsterren, die het hoofdkantoor onlangs met hun bezoek vereerden, noemen wij Pola Negri en Adolphe Menjou. Eerstgenoemde vertrok naar Europa, laatstgenoemde was juist terug uit Europa. Er liggen twee schitterende Negri-films gereed voor distributie gedurende het volgende seizoen en de Heer Menjou laat weten, dat zijn films voor het volgende programma al zijn vorige producties zullen overvleugelen.

Tot besluit, herinneren wij er U nogmaals aan, dat het "1928-Het-Allergrootste-Jaar-Concours" openstaat voor alle Paramounters, van de hoogsten tot de laagsten in rang. Tevens leggen wij er met klem den nadruk op, dat uitsluitend de individueele uiterste krachtsinspanning van elken Paramounter, naar de overwinning kan voeren. In dit concours is elk kantoor, of elke divisie een reeks aaneengeschakelde employees. Daar de zwakste schakel de sterkte van een keten bepaalt, is het zaak te zorgen, dat niemand die zwakste schakel wordt. Wij geven U dit in allen ernst ter overdenking, want het heeft inderdaad veel uit te staan met Uw toekomstig succes in de Paramount organisatie.

EUROPEAN EXHIBITORS VISIT LONDON AND PARIS



A few weeks ago a representative body of the foremost exhibitors of Central and South Eastern Europe paid a visit of knowledge to Paramount's Plaza Theatre in London, where they were guests of the organization at a special screening of Harold Lloyd's "Speedy." Here they are shown in the stalls of the Plaza.

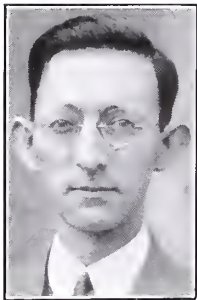


The Central European exhibitor delegation also visited Paris, where they were the guests of the Paramount organization at a luncheon. They paid a comprehensive visit to the Paramount Theatre, where they were escorted by Adolphe Osso, Administrateur Delegee. Above they are shown at one of the entrances to the Paramount with Mr. Osso, (in centre of group, directly in front of entrance).

BACK OF THE FIRING LINE

By Palmer Hall Stilson
General Traffic Manager

You read in Paramount Around the World of signal accomplishments in traffic matters, and I feel it is but fair to introduce to you two men whose portraits appear on this page.



Sidney Cohen is the Traffic Manager of the Paramount News, and is attached to the staff of Emanuel Cohen. While their names are the same, still Sidney Cohen is not related to the Editor-in-Chief.

Sidney has the unique ability of being able to work 24 hours of the day, when necessary; and in the News business that is frequent. For illustration: a plane arrives in New York in the late afternoon with an important news event. Prints have to be made and placed in the local theatres for the early evening shows. The distribution to exchange key cities must be covered. Sidney gets this off his mind before having supper. At the same time we are studying steamer schedules in an effort for a world scoop, and perhaps we find a midnight sailing of a fast trans-Atlantic liner. We then ask Sidney what he proposes to do about it, and he never hesitates to assure us of his intention to protect our News exports. He is our constant ally, and we gladly pay him tribute here and now.



Andrew Fornal is the Export Shipping Manager at the Long Island Laboratory. Every inch of film, other than News items, exported from the Atlantic Seaboard passes through his plant, and every shipment has his

observation and O. K. before leaving. Fornal is directly responsible to the Traffic Department and is likewise in the twenty four hour class. He has never hesitated to sacrifice his nights, Sundays or Holidays to keep the footage rolling worldwide.

Fornal's job carries with it a volume of detail. If he failed to report correct measurements, case numbers, weights, we would issue erroneous advices, invoices and consular papers.

Later on we will introduce to you other members of the Traffic Division whose conscientious efforts aid in protecting your release dates.

CITIES. We most certainly want a picture of YOUR city for publication under the heading of "Some of the Cities to Which the Prizes May Go." You'll certainly want your city published in this series; unless, of course, you want us to alter the heading in your instance to "The City to Which the First Prize Will Go!"

MEXICO'S AIR ACE AND ENTIRE AIR CORPS WHOLE-HEARTEDLY ENDORSE PARAMOUNT'S AIR EPIC, "WINGS"

The "Wings" ("Alas") story on this page is an account of how Paramount initiative and enterprise secured a national endorsement for this picture in Mexico. It commenced when Clarence C. Margon, general manager for Mexico and Central America, wired to Mr. Seidelman as follows: "Gave special showing 'Wings' with music and sound effects for Mexico's aviation corps, and especially for Captain Emilio Carranza, Mexico's foremost ace who is expected to hop off within a few days on non-stop flight from Mexico City to Washington. Have secured his written statement praising film in unstinted manner, and he posed for photographs with twenty-four-sheet of 'Wings' for background. Am forwarding copies of photo and statement by air mail today and writing full details later. Aided by this local propaganda, 'Wings' will be a sensation here."

Later, there came to hand Mr. Margon's letter and with it all of the necessary details.

The letter shown below is Captain Carranza's actual endorsement of "Wings," together with an English translation. It is truly a marvelous tribute and it can advantageously be given a tremendous amount of publicity, especially as Carranza is now ranked as one of the world's foremost fliers.



In the group photograph above, posed against a background of a "Wings" twenty-four sheet, is the Mexican Air Corps. In the front row, third from the right, is Carranza. On his right is General Luis



Amescua, chief of Mexico's Aviation Corps; next to him is Alan Francis Winslow, First Secretary of the American Embassy; and next to him is Major Roberto Fierro, the man who taught Carranza to fly.

The second scene shows Major, Fierro and Captain Carranza before the twenty-four-sheet of "Wings." Mr. Margon advises that 20,000 one-sheets of this picture have been made and will be displayed in and around Mexico City prior to the release of the picture. This is but part of a mar-

velous campaign which has been worked up to give "Wings" the most colossal send-off any picture ever received in Mexico City.

Mr. Margon further gave a tremendous amount of credit to the manager of the Olimpia Theatre, Fernando Fuentes, to whose effort in largest part is due the obtaining of the statements of Captain Carranza and Major Fierro, and the photographs. His efforts in this matter, said Mr. Margon, were positively untiring.

"A DELANTE DECIMA" CONTINUES ITS EXCELLENT PROGRESS

We are most happy to be able to record the fact that the April issue of "Adelante Decima" reveals the fact that this publication still continues to be an enthusiastic reflection of the work and the plans of Division Ten. It seems that Argentina, not satisfied with having won the desk of Mr. Lasky last year, has set out to win the first prize in the 1928 "Greatest Year!" Contest, and The Gauchos have acquired the idea that there isn't going to be anybody who can halt their progress. That, at least, is the reaction that we get from the latest and finest issue of "Adelante Decima."

This Telegram From Mexico City, Signed by Clarence C. Margon, Tells Its Own Story

(Dated June 25th and addressed to Mr. Seidelman): "Availing of unprecedented aviation enthusiasm resulting from Carranza's flight from Mexico City to Washington, we released 'Wings' last Friday in the Olympia as a special, with advanced prices. The release was preceded by a well-planned publicity campaign, exquisite lobby display, specially constructed flashing electric sign in front of the theatre, and for the first time in Mexico the magnascope was used. For the opening performance we had as guests the Secretary of State, Secretary of War, Secretary of Public Education, Commanding General of the Aviation Corps, Chief of Staff of the Army, and diplomatic representatives of 17 nations. Press and public unanimously acclaim 'Wings' as greatest picture ever screened in Mexico. Receipts for first days smashed all records, including those held by 'Beau Geste' and 'Chang.' We have booked second run in 12 of Mexico City's principal houses for July 28th. Will mail book covering publicity campaign. Regards. (sgd.) Margon."

La Pelicula "Alas," es en mi opinion la mejor que he visto hasta la fecha y muy dificil de superar, por su bello y superior, pero sin embargo muy detallado que solo se puede apreciar en pantalla. Es lo mejor que he visto y ya me gustaria ver mas porque la impresion es muy dificil o cuando bien imposible de olvidar.

TRANSLATION:

WINGS in my opinion is the best film which has been made up to the present, and very difficult to be improved upon, and in it there are details which only an aviator can fully appreciate. It is the finest thing of its kind that I have ever seen, and I do not wish to see others, as the impression it has made upon me is one that can never be forgotten.

E. Carranza, Captain, Aviation Corps, Mexican Army.

WHAT OF NEXT YEAR?

See the cable from John W. Hicks, Jr., in this issue!

OUR HUNGARIAN MANAGER

This is Louis Foldes, manager of Paramount Film-forgalmi R.T., our branch office in Budapest, Hungary. Mr. Foldes has been in the film business in that part of the world for a number of years and knows the territory very completely. A recent addition to his staff was Mr. Palaguy, who went to Hungary after serving a very extensive 'apprenticeship' in the New York Exchange and the Home Office of Paramount.



Louis Foldes

We have heard a great deal about the work of Mr. Foldes and his staff, and we are very hopeful of being able to run a picture of this staff in an early issue. We are also very anxious to receive news items for these columns, written in Hungarian. Please note this, Mr. Foldes — and Mr. Palaguy also — and see what can be done about it. We would like news in Hungarian to be a regular feature of Paramount Around the World, like other languages are.

ESTHONIAN PARAMOUNT-TEER PROMOTED TO BRANCH MANAGER
Gus. J. Schaefer, Paramount's general sales manager for Central Europe, writes to Paramount Around the World as follows: "We have promoted Mr. A. Kuzmin, who was formerly salesman in the Reval zone of the Riga (Latvia) office to manager in Riga. Mr. Kuzmin was the winner of the last sales contest held in this part of the world. Mr. Kazmin has been with Fanamet since its inception and has always been one of the leaders among the salesmen. He is an Esthonian citizen, speaks Russian and Esthonian, and has some knowledge of German."

PARAMOUNT'S HIGH GRADE PRESENTATIONS IN CELEBRATED PARIS THEATRE

Paramount Around the World is happy to congratulate Mr. Kuzmin on his promotion, and to express the hope that we may shortly have the privilege of reproducing his photograph in these columns. As yet we have no photo.

HANS DRIER SIGNS WITH PARAMOUNT
Hans Drier has signed a new contract which assures him of another several months as a member of the art department of the Paramount studios in Hollywood. Drier was born in Bremen and studied art and architecture at Munich University, where he was given two degrees. He took art work in connection with motion pictures in Berlin and so improved the architecture and set designing principles that he became a much-sought-for man. Paramount signed him in 1922 and he did considerable work for the corporation in Europe. Then he was brought to the United States, was assigned to the Long Island studios and was then sent out to Hollywood.

Here are reproductions of a succession of truly inspiring stage presentations conceived and executed by Francis A. Mangan at the palatial Paramount Theatre, Paris. Easy to see is the fact that these presentations are on the same high plane which the theatre itself occupies. The offerings depend in the main upon a tableau effect, in which lighting, coloring, draping and pulchritude all play their big parts. As an example of this, take the presentation at the left with its human figures behind gauze covered exclamation and question marks, and the entire effect picked out from a massive black drop. This presentation was for Clara Bow's "It," and for appropriateness and spectacle it is well-nigh the perfect effect. We shall look forward with great interest to further evidence of Mr. Mangan's work.

ENZEDS' TRIM UNIFORMS

These are the five fair members of the staff of the Auckland, New Zealand exchange of Paramount. They are shown in their cream and blue uniform dresses which they made themselves, and which certainly are neat and effective. Across the left-breast pocket of the blouse is the one all-vital word—"Paramount." Branch Manager W. E. "Ted" Kirby says that the costumes cause very favorable comment, but he omitted to mention the names of the wearers of the costumes. If this information is to be forthcoming later on, we shall be only too happy to publish it.

PARAMOUNT STUDIO NEWS STARTS 2ND YEAR
Paramount Around the World is happy indeed to add felicitations to Paramount Studio News on the start of the Hollywood pep publication's second year. Paramount Studio News emphasizes its growth by enlarging its size, and by having its pages step up from four columns to five. The same splendid features are retained, new ones are added and the publication date has been set back one day later in the week. The News continues to appear as one of the excellent products of Arch Reeve's Publicity Department, with Al Wilkie at the editorial helm.

THE QUEUES THAT THEATRE OWNERS LOVE TO WAIT FOR



We have been proud and happy to give you lots of pictures of queues at the Plaza Theatre, London. But now we give you a picture of a queue down in Sydney, Australia, where a row of people a quarter of a mile long waited patiently to secure admission to the palatial new Capitol Theatre, where "Beau Sabreur" was playing to marvelous business. This celebrated house — the first Ebersson Atmospheric Theatre constructed outside of the

United States—is the most super successful of all Australia's film theatres, its attendance and box office figures shattering all previous records. And why? Well, perhaps the reason is explained by the fact that in succession this house screened "Beau Sabreur," "Gentlemen Prefer Blondes," "Love and Learn," "The Way of All Flesh" and—well, you know all the winners! And shattered national box office records each time.

AUSTRALIAN CAPITOL'S CAPITAL CAPITOL THEATRE



Above is a picture of the newly opened Capitol Theatre at Canberra, the new Federal Capitol of Australia. The theatre is a very

distinguished looking building, and was opened by H.R.H. the Duke of York during his recent visit to the Southern Commonwealth. The Commonwealth Government, lessees of the theatre, permits no advertising on the outside of the building—not even the plainest announcement. However, the theatre is the only show in town, and has booked Paramount solid for the entire year.

Shown in the picture, in front of the theatre, is Mrs. Frank Deane, wife of the purchasing manager of the Blue Ribbon Division.



Here are reproductions of a succession of truly inspiring stage presentations conceived and executed by Francis A. Mangan at the palatial Paramount Theatre, Paris. Easy to see is the fact that these presentations are on the same high plane which the theatre itself occupies. The offerings depend in the main upon a tableau effect, in which lighting, coloring, draping and pulchritude all play their big parts. As an example of this, take the presentation at the left with its human figures behind gauze covered exclamation and question marks, and the entire effect picked out from a massive black drop. This presentation was for Clara Bow's "It," and for appropriateness and spectacle it is well-nigh the perfect effect. We shall look forward with great interest to further evidence of Mr. Mangan's work.

MENJOU'S TRIBUTE



That was a very splendid tribute paid the Foreign Department's organization by Adolphe Menjou in his interview with Mr. Shauer. It moreover proves to us that we have to be ever on our toes to maintain this reputation. Other great stars will be going abroad and they, like Menjou, will be close observers of the strength and structure of our Paramount organization.

MENJOU'S TRIBUTE

That was a very splendid tribute paid the Foreign Department's organization by Adolphe Menjou in his interview with Mr. Shauer. It moreover proves to us that we have to be ever on our toes to maintain this reputation. Other great stars will be going abroad and they, like Menjou, will be close observers of the strength and structure of our Paramount organization.

That was a very splendid tribute paid the Foreign Department's organization by Adolphe Menjou in his interview with Mr. Shauer. It moreover proves to us that we have to be ever on our toes to maintain this reputation. Other great stars will be going abroad and they, like Menjou, will be close observers of the strength and structure of our Paramount organization.

That was a very splendid tribute paid the Foreign Department's organization by Adolphe Menjou in his interview with Mr. Shauer. It moreover proves to us that we have to be ever on our toes to maintain this reputation. Other great stars will be going abroad and they, like Menjou, will be close observers of the strength and structure of our Paramount organization.

THIS APPLIES TO PARAMOUNT ALSO

We encountered this in a recent issue of The New York Times, and although films are not mentioned in the line of verse, we know it for an established fact that it is not a matter of price which controls Paramount Pictures, but the inherent value and merit of Paramount Pictures which controls their price. Let that be a fact to carry right along with you, especially after you have read this verse and know how truthful a fact it really is.

VALUE vs. PRICE

Don't try to buy a thing too cheap
From those with things to sell—
Because the goods you'll have to keep,
And time will always tell.

The price you paid you'll soon forget,
The goods you get will stay;
The price you will not long regret—
The quality you may.

They ought to cut this "price" word out
Of dictionaries red,
Make **value** what men talk about
Not just the price instead.

In cloaks or suits, in coal or woods,
Remember this advice;
Don't let the price control the goods,
But goods control the price.

Copyright: 1928, by W. D. HAND.

ONE WAY OF SAYING THAT HAROLD LLOYD'S "SPEEDY" IS A SUCCESS

We reprint a colorful endorsement of Harold Lloyd's Paramount release, "Speedy" from a recent issue of Cinema, an eminent British trade paper:—

Managed to squeeze my way into the Plaza late Tuesday evening—a much more difficult task than it sounds, now that Harold Lloyd is in possession. Anyone trying to recover from the last avalanche of income tax demands and other ingenious forms of mental torture should go and listen to the laughter of 'Speedy's' admirers. Even discounting the excellence of the film itself, it's a rare and refreshing treat.



VISITORS FROM THE EAST

Herewith we present Mr. and Mrs. Lee Pang Soo, photographed on the top of the Paramount Building, New York City. Mr. Lee is manager of the celebrated Alhambra Theatre, Singapore, Straits Settlements. Before leaving New York to complete
(Continued in 4th Col.)



THE WAY OF A WICKED WINK

"Ah-ha! You think you know me: but just you wait and see what I give you in 'Ladies of the Mob!'" says Clara Bow as she snaps the lids of her right optic together in a most significant fashion. And since we know what it's all about, we'll stake our most popular gold tooth on the pledge that Clara actually has a marvelous surprise in store for you in this Paramount picture, in which she has Richard Arlen for leading man and William Wellman, director of "Wings," for her director.



BIRTHDAY SUGGESTION. Charles "Chuck" Reisner, Paramount director, had his birthday remembered by the staff of the "Fools For Luck" Company, who delegated Chester Conklin to make the presentation. The gift happens to be a solid silver megaphone, inscribed with the names of the players in the cast. A subsidiary suggestion is to the effect that this is an excellent birthday suggestion for a husband to give his wife. It serves a threefold purpose: to call him home from the club, to be the insignia of the Loudspeakers' Club, and the most natural one of being the director of the household.

THE TITLE'S GOOD FOR EVERY TONGUE



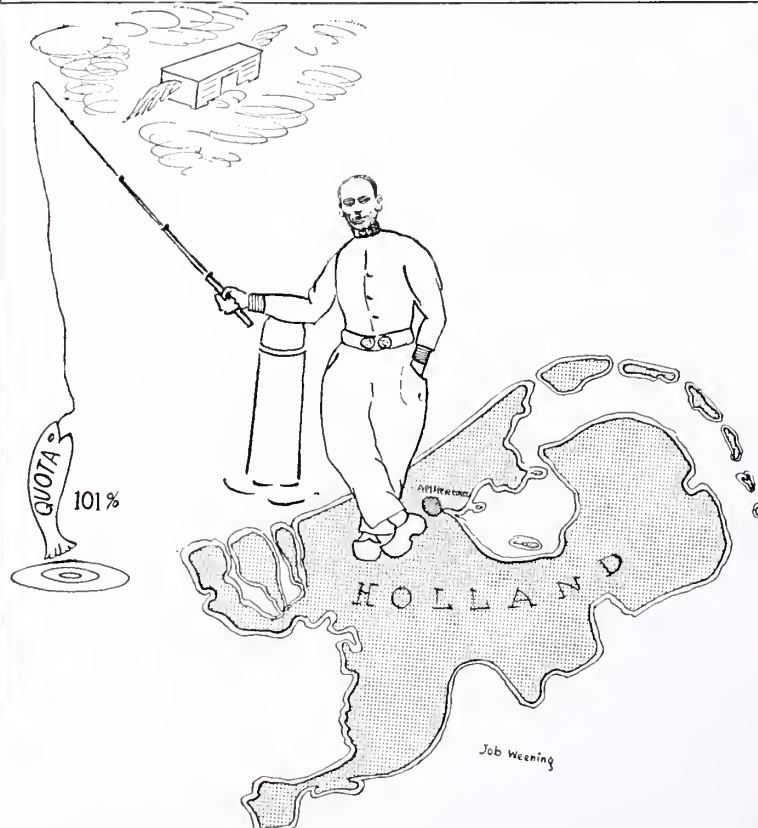
Proof from Riga (Latvia) that the title of Paramount's jungle epic, "Chang," needs no translation in any tongue. The picture was a terrific success.

SHE'S MINE, ALL MINE!



Bebe Daniels becomes a miner—or a minerss—in her Paramount picture, "The Fifty-Fifty Girl" and goes 'way down deep into the ground to see if she can find out what makes this old earth tick. She came back one day and said that she had known all along: it's the Paramount Pep Spirit.

HOLLAND CARTOONS A PROMISED ACHIEVEMENT



This cartoon reveals Mr. Peereboom, leader of the Holland Division in a prophetic pose. He shows that even though he did not succeed in inducing one of last year's Desks to fly to Holland, he is making certain of one of the prizes of the 1928 "Greatest Year!" Contest by hooking Quota with a pleasant ease.

"DOCKS OF NEW YORK" CAST COMPLETE

Gustav Von Seyffertitz, character actor, has been signed by Paramount for a part in "The Docks of New York," with George Bancroft. Production on "The Docks of New York" has already begun under the direction of Josef Von Sternberg. The cast, now complete, includes Bancroft, Betty Compson, Baclanova, Clyde Cook, Oscar Apfel and Budd Fine.

(Continued from 1st Col.)

their trip around the world, Mr. and Mrs. Lee photographed the photo "To Mr. Shauer, our good friend. (sgd.) Mr. and Mrs. Lee Pang Soo."

With Adolphe Menjou In Europe



IN LONDON. The arrival of Mr. and Mrs. Adolphe Menjou in London was one of the season's sensations. Five of these pictures are glimpses of the welcome at the railway station, showing the receptions given by the staffs of the Plaza and Carlton Theatres. The sixth scene (second from the left, top) was at a luncheon given by Paramount and

at which the guests were foremost people of the press. Mr. J. C. Graham, managing director of Paramount's destinies in Great Britain and Ireland, is shown standing in the background, with Mr. and Mrs. Menjou on either side of him. Messrs. Montague Goldman, Frederick Martin, Earl St. John and many other Paramounteers were present.

ADOLPHE MENJOU merits great prominence in this issue by virtue of the added prestige which he brought to our organization during his recent trip to Europe, and because of the high tribute he has paid the Foreign Department of Paramount. We give you herewith a pictorial record of portions of that tour, together with some sidelights on the Paramounteers whose splendid work contributed to Mr. Menjou's tribute.

PARAMOUNT STAR'S NAME HAS BECOME ADJECTIVISED

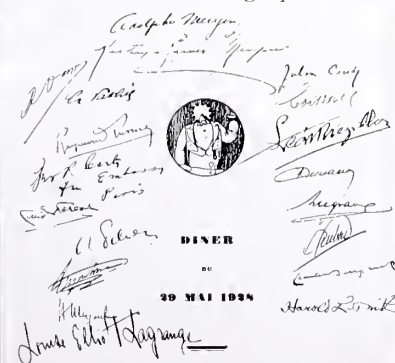
On June 14th, *The New York Times* carried a cabled story from Paris telling of the signing, by Mr. Lasky, of a new screen fud from London named John Loder. This newcomer, who is accompanying Mr. Lasky and Al Kaufman to Hollywood, and whose picture we promise for the next issue, will play leads in Paramount pictures. A description of him was cabled from Paris, and among the details it was stated that he has a *menjouesque moustache*.

The adjective was written just as we have shown it here. No capital letter; simply a straight-out qualifying adjective that bids fair to find a permanent place in the foremost dictionaries.

responsible for it, but on the high esteem in which Adolphe Menjou is held in France. We give you herewith a few souvenirs of the dinner.

At left is the cover of the ornate menu. It was printed in red and gold and adequately typified Menjou as *A Gentleman of Paris*.

Below are the autographs of the



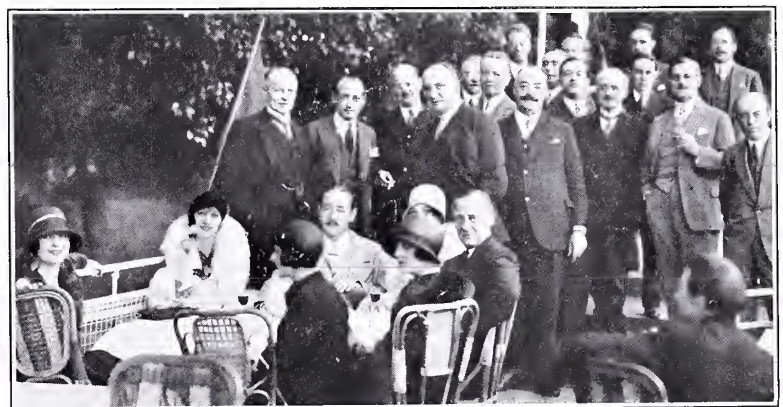
guests, many of which you will recognize at once. The little toastmaster ornament was very appropriate. The colors in which it was



At left is the special invitation, which was printed in beautiful colors on paper uniform in size and texture with the menu.

Above are the guests of honor the next day on the roof of Le Petit Parisien, with M. LeGrand, manager of the celebrated restaurant, and Mr. E. Darbon, Paramount's chief of publicity.

printed have not allowed of a very good reproduction; but the head of the toastmaster consisted of a Paramount Trade Mark.



OTHER GUESTS. Here are some more of the guests who attended the dinner to Mr. and Mrs. Menjou. Standing at the left is Mr. Charles Pathe, veteran pioneer of the motion picture. Beside him is Mr. Osso. Then M. Delac, vice president of the *Chambre Syndicale*; M. Louis Aubert, President of the *Chambre Syndicale* and M.

Brezillon, President of the Association of Exhibitors. Mr. and Mrs. Menjou are seated at the table. At the left is Lcuise Lagrange (Mrs. Louise Lagrange Elliott) who has appeared in many Paramount pictures. Also at the table are Mrs. Osso, Mrs. Darben and Mr. Charles Elliott. The dinner was one of the year's happiest events.

MR. AND MRS. ADOLPHE MENJOU GUESTS OF HONOR AT SPARKLING DINNER



On May 23rd, at the Petit Parisien, Paris, Mr. and Mrs. Adolphe Menjou were guests of honor at a dinner given by distinguished Paramounteers in Paris. It was a highly successful affair and reflected great credit not only upon those

GLI AVVENIMENTI PIU PARAMOUNT

In molti rispetti, la notizia più importante del mese è stata l'annuncio dei premi che verranno assegnati quale risultato del concorso del 1928 "L'Anno più Grandioso!" I premi — e specialmente il Primo Premio — avranno significato speciale per i Legionari italiani, in quanto che essi, avendo vinto il primo premio consistente della Scrittura del Sig. Zukor nel memorabile concorso dell'anno passato, sono naturalmente i più ansiosi di raggiungere il primo posto per due volte di seguito in questi concorsi internazionali Paramount.

Con un mese intero per pensarci su, deve riuscire evidente a tutti voi che la maniera di assegnare i premi quest'anno è la più equa nei riguardi di tutti gli interessati. Il concorso è stato da noi indetto in modo tale che qualsiasi Paramountese vi possa partecipare individualmente e con in vista lo scopo che chiunque possa avere piena misura della responsabilità per conquistare il successo. Perciò era naturalmente altrettanto giusto che i premi dovessero essere di tale natura che qualsiasi persona responsabile per la loro conquista dovesse avere la possibilità di partecipare negli stessi.

Le comunicazioni provenienti da David Souhami indicano che l'Italia e l'intera divisione italiana possono venir considerati come il più formidabile concorrente del mondo per il primo premio. Naturalmente, vi saranno altre divisioni che non si troveranno d'accordo su questo punto: resta perciò all'abilità di ogni Legionario d'Italia di dimostrare in modo indiscutibile che, non importa fino a qual punto le altre divisioni si disputino questo primato, l'Italia arriverà tanto avanti che qualsiasi discussione in merito resterà lettera morta.

Il Sig. Jesse L. Lasky, Vice Presidente della Paramount, il quale dirige la produzione, ha fatto una visita in Italia durante lo scorso mese. Ci attendiamo perciò di sentire i suoi lusinghieri commenti sulla nostra organizzazione italiana quando egli ritornerà a New York nella prima parte di luglio. E a proposito di commenti sulla nostra organizzazione: Adolfo Menjou è venuto a visitare la Sede Centrale del Dipartimento Estero nei primi di giugno, dopo il suo viaggio in Europa. Egli ebbe parecchie e gradite interviste col Sig. Shauer e nelle sue osservazioni egli fece un elogio veramente commovente nei riguardi della efficienza e generale eccellenza della organizzazione estera della Paramount. Egli venne trattato in Europa in modo magnifico — disse — e non soltanto questo: ma aggiunse che in tutti i circoli altolocati ch'egli ebbe occasione di frequentare, egli aveva sentito lodare la organizzazione Paramount con tanta ammirazione e con tanto rispetto, ch'egli aveva acquistato un nuovo senso di gratitudine nel sentirsi membro di questa organizzazione.

Verso la fine di maggio, Melville A. Shauer partì per Parigi, per assumere la sua nuova carica di rappresentante speciale del Dipartimento Estero. Precisamente un

mese più tardi, R.M. "Dick" Blumenthal salpò per andare ad occupare la carica di Assistente Direttore del Sig. Shauer. Questi due Paramountesi di fama mondiale si trovano ora installati al Teatro Paramount di Parigi.

Un'altra nomina che è di grande interesse per i Legionari d'Italia è stata quella di George N. Kates alla posizione di rappresentante speciale del Dipartimento Estero nello Studio Paramount di Hollywood. Il Sig. Kates, un giovane che ha viaggiato per tutto il mondo e che è stato parecchie volte in Italia, avrà la speciale missione di essere l'autorità esecutiva su tutte le cinematografiche che si svolgono in località che non siano gli Stati Uniti ed il Canada. Egli è particolarmente adatto per questo lavoro, avendo egli fatto i suoi studi ad Oxford (Inghilterra) e ad Harvard (Stati Uniti) ed avendo vinto parecchie borse di premio le quali lo hanno condotto in tutte le parti del mondo. Egli parla correntemente l'italiano, il francese, lo spagnolo e il tedesco e conosce parecchie altre lingue. Egli ha già dato bella prova di sé ad Hollywood in parecchie occasioni e la sua nomina da parte del Sig. Shauer, come anche del Sig. Lasky, desta la più favorevole aspettativa ed è considerata come uno dei migliori procedimenti da parte di questa organizzazione per l'anno in corso.

"Wings" ("Ali") continua a fare affari meravigliosi al Criterion Theatre a New York ed in meno di un mese sarà entrata nel suo secondo anno. Sorpassa tutti i precedenti in Inghilterra, nel Giappone e in Australia e ci attendiamo di vedere fra poco il miglior record di lunga durata tenuto dall'Italia cedere al nuovo record creato da "Wings." Sappiamo già che in Italia sono stati fatti progetti meravigliosi per la presentazione di



This is Giovanni Scaffidi, manager of the Venice (Italy) office, who had brought his exchange into the place of leadership in the race for Mr. Souhami's desk when the last issue of the Italian house organ, "Paramount" came to hand.

We have reproduced this picture from that issue, just as we have reprinted Mr. Souhami's editorial message in full on this page.

questa cinematografia, da parte della organizzazione italiana, e sappiamo che con questi progetti il vostro successo sarà inevitabile.

Nel far parola della nomina del Sig. Kates ad una carica importante nello Studio Paramount, avremmo dovuto aggiungere che questo fatto ci dà un altro sbocco per far mostra del lavoro delle varie divisioni della Legione Estera. A Hollywood il Sig. Kates ha una serie di uffici, una stanza dei quali è dedicata all'uso esclusivo di esposizione, pel beneficio di tutto lo studio, di affissi illustrati ed altro materiale di pubblicità, comprese fotografie, che vengono ricevute da tutte le parti del mondo. Una parte di questa mostra, naturalmente, comprende molti documenti dall'Italia — ed è nostra speranza e nostra fiducia che i Legionari italiani prenderanno abbastanza interesse da provvedere affinché il Sig. Kates venga continuamente provvisto con materiali per la sua mostra. Di tanto in tanto, il nostro Incaricato Speciale dello Studio farà una fotografia della sua serie di uffici e queste fotografie verranno riprodotte nel "Paramount intorno al mondo."

IL MESSAGGIO DI MR. DAVID SOUHAMI ai membri della Paramount italiana



David Souhami

I giugno 1928.

Ai miei collaboratori,

Ho seguito con grande interesse la "gara speciale" ingaggiata e condotta durante il mese di maggio. E ciò non vuole affatto significare che io non segua con altrettanto interesse la "competizione generale" che l'anno scorso culminò colla nostra vittoria mettendoci avanti a tutte le altre nazioni e segnando, così, il primato della nostra Organizzazione. Ma, francamente, il risultato ottenuto da noi, in Italia, dal primo gennaio 1928 ad oggi, è molto lontano dall'essere soddisfacente. Chè, mentre l'anno scorso, fin dal primo giorno, ci piazzammo alla testa della gara sicchè ci fu possibile conseguire la vittoria finale; ora, nella

competizione internazionale, noi figuriamo nel gruppo dei "sotto-quota."

Questa constatazione non è certo soddisfacente. Non siamo affatto disposti a lasciare continuar le cose al passo che stiamo battendo e a permettere che la reputazione combattiva dell'Organizzazione italiana venga pregiudicata: tanto più che la produzione attuale è assolutamente superiore a quella che portammo alla vittoria l'anno passato.

Il nuovo gruppo di films che costituisce la programmazione della prossima stagione è, senza dubbio, imponente e voi stessi lo potrete giudicare quando, fra poco, sarete chiamati a Roma per visionare qualcuno dei capolavori. Noi non vogliamo "bluffare" nessuno specialmente quando parliamo ai nostri collaboratori. E' nostra convinzione, e di tutti coloro che hanno potuto apprezzare i meriti dell'attuale produzione in tutto il mondo, che quest'anno sarà "l'anno della Paramount": poichè nessun'altra Compagnia al mondo è mai stata in grado di offrire un raggruppamento così eccezionale di films.

E coloro i quali dubitassero di questo, cambieranno immediatamente di parere non appena avranno avuto l'opportunità di visionare qualche film della produzione di quest'anno. Dunque, con questa magnifica produzione a nostra disposizione, non è possibile nè permesso, specialmente dopo gli ottimi risultati dell'anno scorso, continuare nel rilassamento che ci tiene "sotto-quota."

Un severo monito rivolgo specialmente ai ritardatari e a coloro che non sentono il necessario impulso per distaccarsi dalle abituali posizioni di coda: "Costoro saranno abbandonati per la loro insufficiente attività finora dimostrata giacchè non sarà loro permesso di trattenere l'Organizzazione Italiana nella sua ascesa verso la vittoria."

Il mese di maggio mi ha dato occasione di notare lo spirito "Paramount" col quale si è svolta la gara, ed ho constatato che i giovani si sono fatti avanti in modo brillante. Questo sia detto specialmente per quanto riguarda il vincitore della gara, signor Giovanni Scaffidi, al quale invio tutto il mio plauso per la magnifica prova offerta anche in considerazione del breve tempo che egli regge l'Agenzia di Venezia.

Oltre al premio in denaro spettante al vincitore, desidero dire tanto a lui quanto a tutti coloro che hanno risposto con maggior slancio al nostro appello che altre soddisfazioni li attendono. Ho esaminato attentamente i risultati della gara e non ho soltanto preso in considerazione le cifre ma le circostanze che le hanno accompagnate e generate e gli speciali sforzi che sono occorsi specialmente per il noleggare nei piccoli centri.

Stiamo ora preparando nuove attività che permetteranno lo sviluppo di nuove possibilità le quali saranno riservate a quelli dei nostri collaboratori che si sono mostrati meritevoli della fiducia che la Compagnia ha riposto in loro e che curano gli interessi della Compagnia con lealtà e con fervore.

I mesi estivi si approssimano e tutti devono esercitare il massimo sforzo per fronteggiare gli effetti di una stagione sfavorevole.

Occorre raddoppiare di energia e di volontà e dare tutto quello che le nostre forze ci consentono di dare per mantenere le cifre ad un alto livello allo scopo di evitare un grave "handicap" agli sforzi che dovremo compiere nell'ultima parte di quest'anno per riconquistare la posizione perduta e per figurare fra i vincitori della Competizione internazionale.

Il Consigliere Delegato
della S. A. I. Films Paramount:
DAVID SOUHAMI

CHANGE COMPANY'S NAME IN SOUTH AMERICA

We wish to notify the entire organization of the fact that the new name of the Brazilian Paramount organization is "S. A. PARAMOUNT FILMS, LTD." to which name all shipments and correspondence should conform.

SOUND PICTURES

¶ The entire motion picture industry has taken a gigantic step forward! Sound and dialogue are being added to the majority of the new Paramount Pictures!

¶ Preliminary notices of this fact have been coming to you through various channels. And now you hear the news officially. Swiftly on the heels of this announcement will come the full details of Paramount's plans, preparations, and the gigantic resources which are being swung into position to maintain Paramount's leadership of the industry in this, as in every other phase of activity.

¶ We want you to know that for months past these plans have been under way; and that when the details of how Paramount has linked sound and dialogue to motion pictures are made known, you will have an even greater regard for our organization, and an even truer comprehension of all that the Paramount Trade Mark stands for.

¶ Meanwhile, clear your mind for the new and broader point of view that will have to come to you with the advent of Sound Pictures.

Long before the next issue of Paramount Around The World comes to you, a bulletin packed with vital details will have gone forth from Mr. Seidelman to tell you the what, the when and the how of Paramount's Sound Pictures.

PARAMOUNT NEWS CONTINUES TO MAKE NEWS REEL HISTORY

ANOTHER SCOOP FOR PARAMOUNT NEWS

For the first time in newsreel history, a flying picture laboratory was used when moving picture film and newspaper photographs of the opening of the Republican Convention were developed and printed while being flown west from Kansas City (U. S. A.).

The plane used on the flight was a Ryan monoplane, similar in design to Lindbergh's and piloted by Bud Gurney, St. Louis air mail pilot and old time friend of Lindbergh. It carried all the intricate laboratory equipment necessary for developing moving picture film as well as a compact dark room capable of turning out a large number of still photographs.

A month before the Republican Convention opened the various newsreels and news photo syndicates began scouring the airplane markets for racing planes and daring pilots. Dozens of fast commercial planes from Los Angeles, New York and Chicago were quickly hired and shifted to Kansas City.

Paramount News and the Asso-

Bidding for leadership with its very first issue, and gaining leadership within the briefest possible space of time, Paramount News continues to blaze a pathway of triumph across the screen heavens. 'Scoop' has piled with 'scoop' with such unerring certainty that the entire motion picture industry regards no event or happening as being outside the realm of possibility for Paramount News.

But we don't do that! We give you simply the story of a new type of achievement—that of developing and printing news reel films in a speeding aeroplane—and we give you with it the assurance of the entire staff of Paramount News that all of your sales and distribution efforts with the finest and most up-to-the-split-second news reel, will be met with a product that you can stake your life on.

So get back of Paramount News with a very sincere energy! It is a thoroughly international Paramount picture which appears twice a week. It reflects national events, it shows national achievements—and it promotes international good will.

ciated Press News Photo Service already had four of their planes in the long line of picture planes at the Kansas City airport, and on Monday the big Ryan monoplane, secretly equipped with all the apparatus necessary for turning it into a flying laboratory, was brought in to the city.

The crew on board the Richfield-Paramount News-Associated Press 'laboratory' plane, consisted of S. H. MacKean, Assignment Editor, David Sussman, Laboratory Manager, and Harry Cuthbertson, cameraman, all from the New York office of Paramount News.

During the hours that followed, while the big plane raced across the continent, the laboratory staff worked continually. Hundreds of feet of film, made by several different cameramen had to be developed in specially designed tanks. Then the film had to be edited, cut, and a single negative spliced into shape. This was then titled and during the remainder of the trip, positives were printed from this negative, developed, dried, and packed ready to be delivered to the theatres.

The flight of the laboratory plane is believed to mark a new development in the transportation of news film. During the past few years every possible means of expediting pictures has been attempted, but this is believed to be the first instance in which the time spent in actual air travel has been utilized. All the work that gener-

ally takes hours of time in the New York laboratories and dark rooms was in this case performed while in the air with the result that it was possible for Paramount News and the Associated Press to distribute prints in the east in less than twenty-four hours after the convention opened.

RACED 6,000 MILES WITH WILKINS FILMS

Cameraman Here With the First Pictures of the Captain's Arrival at Spitzbergen.

(Reprinted from The New York Times)

A 6,000-mile race from the Arctic Circle was won yesterday by John Dored, staff cameraman of the Paramount News and Associated Press, with the first pictures of the landing in Spitzbergen of Captain George Wilkins and Lieutenant Carl Eielson after their flight from Alaska over polar regions.

By steamer, launch, dog sled, automobile, train and airplane, Dored raced to win a clean beat of five days on one of the outstanding news stories of the year. An hour after the films were landed here yesterday they were developed and on their way to newspapers and theatres throughout the country.

Many news photographers had caught pictures of the polar aviators when they landed at Spitzbergen and all had embarked on the icebreaker Hobby, which brought them to contact with civilization at Tromsø, a little seaport in Northern Norway.

From that point Dored ran his own race, with his competitors following the safer and established route. Dored went over the side of the Hobby into a fishing launch and set off for an eighteen-hour cruise through storm and drifting Spring ice. Half-frozen and hungry he scrambled over the mush ice to the mainland again, where he found a dog sled and driver, chartered by radio and courier.

An eight-hour cross-country ride behind the dogs brought Dored to an automobile that had been waiting for a day. In two hours a careening ride over Spring-rutted roads brought them over the thirty miles to Narvik.

Narvik is the railhead of the Swedish railway and Dored was twenty hours ahead of competition. The night train took two days to bring him to Stockholm and another day and a night saw him in Berlin. He flew to Paris and caught the Aquitania at Cherbourg.

The first of his rivals reached Cherbourg ten hours after the ship sailed and so had to wait for a later and slower vessel. A seaplane met the Aquitania in the lower harbor yesterday and the film was transferred to it. The plane alighted in the Hudson River and a speed boat shot the package ashore.

TELL US YOUR EXPERIENCES WITH PARAMOUNT NEWS

We have taken up a lot of space from time to time telling you of the experiences of the Paramount News men in gathering the items for this premier news reel. But on the other hand, you must have had some worth-reading-about experiences while distributing this reel—experiences which your modesty might not allow you to rate very highly, but which the other fellow will be very interested in. Set them down on paper some time, and let us have them for publication.

MANPOWER

The man who wrote: "The difficulty of to-day is not finding work for your men, but finding men for your work," was of course tacitly excepting the Paramount organization, wherein the problem of manpower has been solved in the highest possible degree.

HERE'S HAROLD SUGARMAN



On another page we announce the appointment of Harold Sugarman to Panama as assistant to Harry Novak; and here we give a Lew Nathan portrait of the young man himself. Harold surely carries with him the good wishes

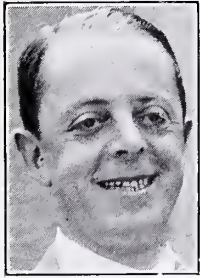
for his success of the entire Home Office Foreign Department.



TRADE MARK PROGRESS is further evidenced by this reproduction of the new ends of parts of Paramount feature productions. There isn't any mistaking what brand of picture this end of part is attached to. All of which tells a

story—a story that we don't have to elaborate upon here, because it is one which is a part of the religion of every Paramount Legionnaire.

AL KAUFMAN RETURNS TO AMERICA: TO GO TO HOLLYWOOD AS EXECUTIVE ASSISTANT TO MR. LASKY



Al. Kaufman

Albert Kaufman, for the past few years in charge of Paramount's European theatrical organization, returned to the United States with Mr. Lasky on the "Ile de France" on June 26th. He will remain in the United States indefinitely as executive assistant to Mr. Lasky in the Paramount Studios in Hollywood. After a stay of a few weeks in New York he will proceed to the West Coast to take up his duties there. In Europe his duties have been absorbed by Melville A. Shauer, who is now engaged in the work of consolidating

himself in his new environment.

Mr. Kaufman is a director of Paramount Famous Lasky Corporation and one of the oldest members of the organization in point of service. He served in several executive capacities prior to Paramount's first venture into the field of production abroad; and when the era of making Paramount pictures in Great Britain was commenced, Al Kaufman was at one of the important helms of the enterprise. Since that time his Paramount activities have been

mainly connected with the European field, and have progressed all of the way up to the super-successful launching of the new era in theatre building exemplified by the Plaza and Carlton in London, and the Paramount in Paris. In these achievements, Al Kaufman played a mighty part.

His friends in England and on the Continent of Europe are legion. His winning personality has been responsible for the up-building of a tremendous

amount of Paramount good will and prestige. He will be sorely missed over there because of the spirit of achievement which his presence has lent to every Paramount undertaking; but there will be compensation in the knowledge that he is going to a job wherein his work and his international-mindedness can be turned to use for the good of the entire world.

"Paramount Around the World" welcomes him to his new post, and assures him of whatever co-operation it is able to extend.

LAWTON'S EFFECTIVE EXPLOITATION PRODUCING GOOD RESULTS IN AUSTRALIA

Mel G. Lawton's exploitation activities have been instrumental in the promotion of great campaigns to back up the presentation of outstanding Paramount pictures in Australia and New Zealand. This young Paramour, recently promoted to the post of Exploitation Manager of the Blue Ribbon territory, served an excellent apprenticeship as assistant to Sales Promotion Manager John E. Kennebeck.

One of the finest of his recent campaigns was that for "Gentlemen Prefer Blondes," in the course of which he not only made use of the best of the recognized methods of exploitation, but also developed new ones. Among the novel stunts was that of the publication of Lorelei Lee's diary serially in shorthand in a foremost newspaper, and the offering of a prize for the best transcription of the diary. There was also a tie-up with a celebrated hosiery firm by the name of Bond's, whereby there was a play on words to this effect: "Gentlemen Prefer Blondes, but Ladies Prefer Bond's."

Without going into further details it might be said with the utmost confidence that the campaign was one of the finest the country has ever seen, as record business

at Sydney's Capitol Theatre testified.

Lawton also engineered many wonderful tie-ups with "Wings," one of which was the song and record tie-up illustrated by the window card shown here. Of these much more will be said as soon as the comprehensive "Wings" campaign is received from Sydney.

LOUISE BROOKS OPPOSITE RICHARD DIX IN "THE REDSKIN"

Louise Brooks will play an Indian girl opposite Richard Dix in "The Redskin," Dix's next production for Paramount. Victor Schertzinger who now is engaged in making Paramount's all star special, "Forgotten Faces," will direct "The Redskin."



MORE LONDON COLOR

That color wizard in the London Head Office of Paramount that we told you about last month is up to his 'tricks' again. He has turned out another color splash for "Speedy" that is so effective that it has put the rainbow to shame. As a matter of fact, the rainbow is so humiliated that it was last heard from in Darkest Africa where, like the sun, it was afraid to come out because it was still seeing stars.

Joking aside, this English color work amounts positively to genius, and we hasten to compliment the Paramour responsible for it. And while on the subject of "Speedy," we just have to mention the very excellent publicity splash of a full page of pictures in "The Sketch," issue of May 2nd. Getting into "The Sketch" with such a display ranks among the Herculean tasks, so far as we are concerned: and landing the space that was landed represents a most commendable achievement.

JOHN B. NATHAN, for two years assistant manager of the Panama office, and traveler de-luxe in Central America and the northern parts of South America, is spending a well-earned vacation in New York. We will have an interesting announcement about John in next month's issue.



A SEEDY NAG FOR "SPEEDY"

This stacks up as one of the best stunt gags of the month. It comes from London, where the Harold Lloyd laughpoc was playing to sensationally successful business at Paramount's Plaza Theatre. The two-manpower horse, accompanied by a trainer who closely resembled Harold Lloyd, cantered out onto the celebrated Kempton Park Race-Course just before the start of a big race. Naturally it caught the eye of thousands, and the traffic cop was so amused he overlooked the matter of arresting the offender.

Caricaturas de Nuestros Concurstantes

HUELGA



ELLA.—Y ahora que haremos sin carne y sin pan?
EL.—Pues nos vamos al cine, dan "La Carne Manda" y "Peter Pan".

MEXICAN CARTOON PLAYS ON TITLES OF TWO PARAMOUNT PICTURES

Clarence C. Margon, general manager for Mexico, has sent us the above cartoon from the front page of "El Universal," a leading Mexico City newspaper, with the following comment:

The enclosed cartoon is very interesting because of its play on Paramount titles and the significance of the manner in which motion pictures predominate in the thoughts of the press. Just at present there is a butchers' and bakers' strike in Mexico City, and in the cartoon 'She' says: "And now what will we do without meat and bread?" (Remember that 'carne' means meat and 'pan' means bread). And 'He' replies: "Well, let us go to the movies; they are showing "La CARNE Manda" ("The Way of All Flesh"), and "Peter PAN."

SENSATIONAL NEWS!

Additional Prizes to be Awarded in 1928 "Greatest Year!" Contest

Received just too late for elaboration in this issue came the news that an additional number of valuable prizes will be awarded in connection with the 1928 "Greatest Year!" Contest.

These prizes are being awarded by none other than Clara Bow, Emil Jannings, Richard Dix, Bebe Daniels, Esther Ralston, Fay Wray, Florence Vidor, Adolphe Menjou and Mary Brian.

Every member of every branch will have a chance of winning one of these prizes, each of which will be accompanied by a personal

letter from the star to the winner.

Watch for next issue! Details then! And such details!

Remember — these prizes are being awarded *in addition* to the ones announced last month, and re-announced on the cover of this month's issue.

And remember that the basis for awarding these prizes from the stars will be general merit and results based on achievement. This means that every minute counts. Don't let up for an instant, no matter what your position in the office is.

It Isn't Names that Count So Much, but Pulchritude and Smiles



Just for some quaint and elusive reason we are not giving you the names of the young ladies in the scenes above, but we most decidedly are giving you the information that these dazzling youngsters can be seen consistently, and just as attractively, in *Paramount-Christie Comedies*. Here you have five—or perhaps some of you would prefer to style it ten—good reasons why Paramount-Christie Comedies should be sold and distributed to the maximum extent of your ability. The comedies are great, the

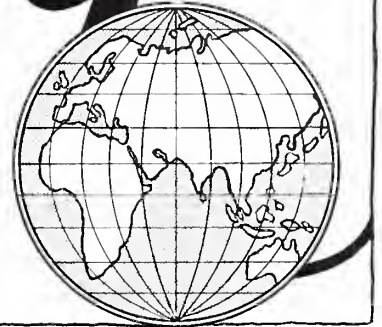
girls are — well, now fancy asking that! and the fact that the productions are Paramount Pictures, bearing the Paramount Trade Mark, should provide you with the finest incentive in the world.

Paramount Short Features are definitely installed as a part of Paramount's program of product, and we are not living up to our aims and ideals in the fullest degree if we do not give *them* the requisite proportion of our time and energy. The "them" in this instance of course, absolutely refers to the pictures.

Paramount



AROUND
THE
WORLD



Vol I. No. 5.

August First, 1928

Worth: Everything You Can Give It

From
CLARA BOW
to
YOU

There may be a *Personal Letter* and a *Valuable Prize* and a *Specially Autographed Photo* from this Popular Young Lady to *You* as a result of your share in the 1928 "Greatest Year!" Contest.

—Or similar prizes and rewards from 9 other great Paramount Stars

FULL DETAILS ON PAGES 12 AND 13



CONTEST STANDINGS TAKE DRAMATIC TURN THIS MONTH
SEE PAGES 3 AND 5

Six More Cities to Which the Prizes May Go! (See Page 15)



"All the World's a Screen — for the Paramount Trade Mark"
Editorial Page of

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane
Associate Editors: O. R. Geyer, George Weltner, Eddie Ugast.
Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandensteen (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Vollampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 August 1, 1928 No. 5

SOUND YOURSELF OUT ABOUT SOUND

ALTHOUGH there is a great deal said about the alliance of sound with the hitherto silent Paramount pictures in this issue, the business of giving Paramount's sound and dialogue pictures to the world in general will proceed along the adequate and conservative lines best fitted for so radical a change in our business. Every step will be undertaken only after the fullest study of conditions and with every thought and motive aligned to produce the finest and most lasting results. Furthermore, every move will be specifically announced in advance, in order that after it has been made it can be consolidated into the logical stepping stone for the next move.

But in the meantime there is everything in favor of every Legionnaire attuning his, or her, mind to this new development. You can, and should, all sound yourselves out on this subject of Sound Pictures. You should know that a new state of mind and a new formula of operation will be necessary; and that when the real time comes, only those who are mentally equipped will be able to keep pace with the vanguard of the procession.

Read whatever you can, and whenever you can, about Sound and Dialogue Pictures. Endeavor to anticipate some of the profound problems which mere common sense tells you the foreign department is bound to meet when the distribution of Sound and Dialogue pictures becomes general. Remember that although at all times brains pay big dividends in this business, never was there a time when bigger dividends for brains loomed so large on the horizon as now.

The Foreign Department will provide the procession of Sound and Dialogue Pictures; but if you are to march with it, and do your share, there's no better time to start sounding yourself out on sound pictures than right now.

* * * *

The Stars of Paramount, whose interest in the activities of the Foreign Department has hitherto been confined to visits to Europe and the business of fan

Mark, and with the one glorious set of ideals.

* * * *

On the day of issue of this number of Paramount Around the World I shall leave New York for a visit to a great many of the Legionnaires of Europe. One old friend I shall meet in Paris will be the Desk which was my close companion for so many years. And when I think of it I think, too of the Plaque, the Banner and the Parchment of this Year's Greatest Contest.

FAMOUS FRENCHMAN SIGNS WITH PARAMOUNT



Lasky's recent visit to the French capital. The full story will be found on another page.

Jesse L. Lasky, Vice President of Paramount, and Maurice Chevalier, idol of the French stage, photographed at the moment when the affixing of a signature was at the same time an announcement that in October Monsieur Chevalier will travel to Hollywood to become a Paramount star in a Paramount talking picture, wherein he will both speak and sing in French and English. The signing took place in Paris, on the occasion of Mr.

mail, now demand that they be allowed to become personally interested in the efforts of the Legionnaires to make this year the greatest of all. They have, moreover, endorsed their interest to the extent of the very splendid gifts which are mentioned on another page. There is more than mere sentimentality in the awarding of these gifts; these tokens of stellar appreciation are the tangible proofs of an ever-growing internationalism. They are a gesture which should happily be the heart of every Legionnaire to the extent of making him more certain than ever before that the whole organization of Paramount—in all of its ramifications—is an entity, working for one aim, under the one Trade

Where will it be necessary for one to go next year in order to see these tokens?

* * * *

When Paramount first made announcement of "Wings," in the early months of 1926, there were only a few imaginations which soared far enough to that point which showed "Wings," as an international symbol, binding many nations together in a gesture of common understanding. And yet this is precisely what "Wings," as a symbol of unity, has done. "Wings" spanned the Atlantic and linked the United States with France, Germany, Great Britain. The great Carranza (who is now so magnificently Mexico's spirit of aviation), winged a truer understanding and depth of good will be-

tween the United States and Mexico. Four fliers, two Australians and two Americans, winged their way down over the mighty Pacific from San Francisco to Sydney. They saw "Wings" before they flew into the sunset at San Francisco, and "Wings" greeted them in Sydney. A pair of noble Italians winged away from Italy and never set the wheels of their plane to earth until they had bridged the Atlantic to Brazil.

And magnificent as it is to belong to this Paramount organization which we all so dearly love, our association becomes even deeper and soul-stirring when we plumb the full realization of the fact that we are all part of a world-wide aggregation of men and women who, while seeking primarily to give the world a wholesome and consistently high-grade measure of entertainment, can at the same time render so splendid a service to humanity by spreading a finer and sincerer sense of understanding and good will between nations across all seven seas.

* * * *

In reviewing the figures of Standings—and in reading the scores of wonderful epitomes of achievements by Paramounteers in all lands, as reported in letters written to the Home Office by division and branch managers—I am moved in a manner which not even words can describe to tell you all that I sense in this 1928 "Greatest Year!" Contest a stauncher, sturdier and more indomitable spirit to win than I have ever known before. Some day there may be invented words great enough to truly convey an appreciation to you all for what you are doing this year—and for what you still have in mind for doing before the year ends—but for the present these words must suffice.

E. E. Shaver

France Keeps Lead, India Advances Phenomenally

MANY OTHER STARTLING DEVELOPMENTS NOTED IN STANDINGS



Melville A. Shauer, special representative of the Foreign Department of Paramount Famous Lasky Corporation.

Mr. Melville A. Shauer, manager of the Paramount Theatres in Europe, has been appointed administrateur-délégué of the Société Immobilière du Vaudeville. Mr. Shauer is succeeding Mr. Albert A. Kaufman, who returned to America recently to take up his new post as assistant to Mr. Jesse Lasky.

M. Melville A. Shauer, directeur des théâtres Paramount en Europe, a été nommé administrateur délégué de la Société Immobilière du Vaudeville, par le Conseil d'administration de cette Société, réuni le 18 juin. M. Shauer remplace, à ce poste, M. Albert A. Kaufman, dont nous avons annoncé le récent départ pour les Etats-Unis.

Tous nos lecteurs sont au courant de l'œuvre magistrale accomplie par M. Kaufman au Paramount, dont il a fait le plus bel établissement cinématographique d'Europe, tant au point de vue de l'installation matérielle que de l'organisation artistique et administrative.

Nous sommes certains qu'entre les mains de M. Shauer, les résultats déjà obtenus par M. Kaufman ne feront que se développer.

Volet M. A. SHAUER, directeur des théâtres Paramount en Europe, qui a été nommé administrateur délégué de la Société Immobilière du Vaudeville.

M. SHAUER remplace à ce poste M. Albert A. Kaufman, dont nous avons annoncé le récent départ pour les Etats-Unis.

M. Kaufman a fait du Paramount le plus bel établissement cinématographique d'Europe, tant au point de vue de l'installation matérielle que de l'organisation artistique et administrative. M. Schauer continuera la tradition.

Films

PRESS NOTICES OF MELVILLE A. SHAUER'S APPOINTMENT

We reproduce here three of a bunch of notices in the Paris press which told of the arrival of Melville A. Shauer in the French capital, and the nature of his appointment. The notice in English is from the July 1st issue of the Paris edition of The New York Herald. The ones in French are from "Le Journal" and "Paris-Soir." All of the notices were accompanied by photographs of Mr. Shauer.

REGALOS DE LAS ESTRELLAS

En las páginas doce y trece publicamos el anuncio de los atractivos premios que las estrellas de la Paramount ofrecen a la división que durante los meses de Octubre, Noviembre y Diciembre esté a la delantera, en éste y en cualesquiera de estos tres meses de cualquier año. Los premios son verdaderamente atractivos y en to-

ONE OF THE MOST INSPIRING SIDELIGHTS ON "WINGS"

There reached us just when we were going to press a photograph and press story of a meeting which took place in London between British and German airmen who had fought against each other several years ago. Following a most jovial dinner, these men all went off to see Paramount's epic of the air, "Wings," at the Carlton Theatre. That's as much of the event as we will tell you of now: the photograph and full newspaper story will be in the next issue as a further tribute to the internationality of "Wings."

ANOTHER SPARKLING CABLE FROM THE BLUE RIBBONERS OF AUSTRALIA

Voicing the sentiments of the entire Paramount division of Australia, New Zealand and the Far East, the following cable has been received from Sales Promotion Manager John E. Kennebeck, in charge of the special Loyalty Contest dedicated to Mr. Hicks:

Our Loyalty Drive now going strong in honor of Mr. Hicks assures us of winning this year's contest for Plaque. Regards. (sgd.) Kennebeck.

ANOTHER STIRRING MESSAGE FROM JOHN W. HICKS, JR., IN AUSTRALIA

Supplementing his striking cable which we published last month, is this additional cable message to Mr. Shauer, wherein Mr. Hicks makes some stirring statements with regard to the 1928 "Greatest Year!" Contest Prizes and their relationship to the boys and girls of the Blue Ribbon Bunch:

Just read announcement wonderful Contest Prizes and my boys are out of capture first place. To date we are over 92% of Quota and prospects for next six months excellent. Watch us climb. Kindest regards. (Sgd.) Hicks.

NEWS HIGHLIGHTS OF THIS ISSUE

Paramount makes first definite policy announcement regarding Sound Pictures.

Ten Paramount Stars announce personal gifts for awarding to winners of Division making greatest display during final 3 weeks of 1928 "Greatest Year" Contest.

Standings announcement reveals some inspiring advances and some startling retrogressions.

dos los casos irán acompañados de una carta personal del artista y de su retrato personalmente autografiado.

With the first half of the year tucked securely and unalterably behind us, there is now ahead of the entire Foreign Legion of Paramount the tremendously heavy, exciting and thrill-filled sledding to the final ultimate victory. In the month which has passed since last standings were made known, many changes calling for comment have come about.

France, despite a slight receding in percentage, remains in the lead, with Japan as her closest contender. Spain, however, has gone from third down to sixth, with Canal Zone occupying the coveted third place. India, formerly ninth, now sits snug and snappy in fourth position; and try and dislodge 'em, say the boys from Calcutta. Central America maintains fifth place, though

MR. SHAUER SAILS Foreign Legion Leader Making Annual Survey

Mr. E. E. Shauer, general manager of the Foreign Department, and Assistant Treasurer of Paramount Famous Lasky Corporation, sails on the Aquitania for Europe today, August 1st. He is on his annual survey of the motion picture situation in Europe and will visit the various Paramount divisional headquarters he customarily visits. Accompanying him is Mr. Frank Meyer, general purchasing manager and Assistant Secretary of the Corporation.

They expect to be absent for about five weeks, returning to New York the first week of September.

the figure is slightly lower than last month's. Mexico is down from sixth to eighth. Chile not only retains seventh place, but has bettered last month's percentage. Porto Rico still stands lodged in the Over Quota class—and seems destined to remain there, if certain claims we hear of are true.

Scandinavia has marked the occasion of this issue by stepping down into the Under Quota class. The step is from eighth place to thirteenth. Circumstances which only the future progress of the business can control were responsible.

Great Britain now tops the Under Quota section, usurping China's position to gain the privilege. China, with a considerably lowered percentage, is next. Then Australia, celebrating in this issue an advance from fourteenth place to twelfth. Brazil occupies just about the same position; but just you wait! Central Europe has moved up one place, from sixteenth to fifteenth, being just ahead of Italy. Last year's winner has moved down from fifteenth to sixteenth—but there are startling plans afoot.

The most significant move of the month was the five and a half points advance of Argentina from last place to eighteenth. The Gauchos promised a wonderful spurt, and it looks as though delivery is commencing to be made.

Everybody should now make a point of remembering that by the time this issue of Paramount Around the World makes complete distribution, there will just be four complete months left before the end of months left before the 1928 "Greatest Year!" Contest ends.

UM PARAMOUNTEZ BRAZILEIRO

Os directores da Paramount em New York tiveram o prazer de dar as boas-vindas ao Sr. J. Quadros Jr., director do Departamento Theatros da Paramount no Brasil

Australia makes first specific challenge for ownership of Contest Plaque.

Promise is made for reproduction of Plaque in issue of next month.

Joe Gillick, Liverpool (England) salesman, pays Paramount Home Office a visit.

Eddie Ugast announced as being in charge of Paramount's Sound Pictures development in Foreign Department.

Pola Negri's Paramount picture, "Loves of An Actress" given superlative praise by Sam Katz, President of Publix Theatres Corp.

FOREIGN DEPARTMENT'S HEADQUARTERS IN PARAMOUNT STUDIO



Exterior of the Foreign Department's suite of offices situated right in the heart of Paramount's Hollywood Studio. In the foreground can be seen the edge of the grass lawn and garden which occupy the entire central square of the studio. We have inserted a close-up of the door leading to the office of G. N. Kates in order to clearly convey the fact that the Foreign Department's religion of the Trade Mark is never disregarded.

MEN WHO MADE "CHANG" RETURN TO NEW YORK WITH NEGATIVE OF ANOTHER SUPER-THRILLER

Early in July, two bronzed men came back to New York after a year spent amid the supreme hazards of the world's most treacherous jungle. One was a tall young giant, with keen kindly eyes and the faculty of being able to crank a camera with an almost callous indifference in the face of the most breath-taking dangers. The other was a man of medium height, with eyes just as keen and just as effective when glinting down the shiny barrel of an express rifle.

Together in 1926 these men had gone into the heart of the Siamese jungle; and when they came out they brought with them the priceless negative of a film melodrama, which has thundered around the world and has been regarded as the most internationally appealing motion picture of the century. The name of that film was "Chang."

And now these men are back in civilization with the negative of another film which they sincerely and quite modestly claim will far surpass "Chang" from every angle. It is yet premature to give any other details than these. The two men have gone to the Paramount Studio in Hollywood, and there they will work and edit the film and shape it into a production which we confidently believe will again lift the world to its feet as "Chang" did more than a year ago.

We salute these two men. They know the world still holds some supreme thrills, and they know where to get them. They are Paramourteers to the very core, and they are prouder and happier than words can ever tell for all that Paramourteers Around the World did for them with "Chang."

Their names are Merian C. Cooper and Ernest B. Shoedsack.



Ernest Shoedsack poses in Paris with the newest French doll sensation—a fascinating replica of 'Bimbo,' the unforgettable monkey of "Chang." The doll, with a face depicting a lofty, jungle-ish disdain for some emotion which is apparently unnamed, still carries the name given him in the picture — 'Bimbo.' 'Bimbo' and 'Shoedy' are looking at "Chang" publicity.

TRAFFIC DEPARTMENT EXPORTS

General Traffic Manager Stilson has just received figures from his statistical department showing that from the period of January 1, 1928 to June 30, 1928, the Foreign Department exported 2,384 cases of films which weighed approximately ninety-three tons and which contained footage of 24,505,143 feet.

It is interesting to note that this film, if placed end to end, would reach 4,641 1/8 miles.

"PARAMOUNT AROUND THE WORLD" WELCOMES "THE WHOLE SHOW"

With the month of July witnessing the commencement of the 1928-29 super-enthusiastic sales contest of the Domestic Distribution Department of Paramount, we find the indomitable spirit of the contestants again symbolized by a publication embodying the aims and the spirit of the contest.

The new publication carries the name of "The Whole Show"—the designation of Paramount's product for the ensuing year—and once again we are happy to record the fact of Leon J. Bamberger being at the editorial helm. Leon has come to be a very integral part of these Sales Contests, and his snappy and pungent style in recording progress and achievements has been in no small measure responsible for the ultimate success of them.

The first issue of "The Whole Show" carries a well-displayed and characteristic article by the Foreign Legion's Leader. And it seems to be in the natural course of things to record that Mr. Shauer's article dealt with the Paramount Trade Mark. It was headed: "The Mark Everybody Knows."

LASKY'S "SHADOW" ARRIVES IN HOLLYWOOD

Paul Guertzman, Russian refugee boy, brought from Paris by Jesse L. Lasky, has arrived in Hollywood.

"Shadow," as he is called, was assigned to learn studio technique and English under the tutelage of Rachel Smith, studio school teacher. Information clerks in the studio office, boys of his own age, will also act as instructors in English. Paul's first request upon arriving at the goal of his Paris dreams was to see Clara Bow.

PARAMOUNT TONFILME.

Im verflossenen Monat machten wir eine einleitende Ankündigung in Bezug auf die Synchronisierung des Tons mit der Darstellung in Paramount Filmen. In diesem Monat gehen wir etwas näher auf dieses Sujet ein, indem wir Ihnen den Text der Paramount Ankündigung betreffs des wunderbaren Fortschritts geben, und Ihnen einige Filme angeben und illustrieren, welche diese Tonsynchronisierung haben werden.

Vor allen Dingen sollten Sie Alle sich vergewissern, dass dieser Fortschritt die grösste Bewegung, welche unsere Firma je unternommen hat, ist, und dass wir, indem wir diesen Schritt unternehmen, nicht nur einen Umschwung in unserem ganzen Geschäft verursachen, sondern dass jegliche Pionierarbeit auf diesem Gebiet auf eine grosse Menge Hindernisse stossen wird.

Um diese Barrieren zu überwinden, brauchen wir Ihre ganze geistige und körperliche Hilfe. Wir erbitten Ihre Geduld und Nachsicht bei der Lösung dieses Problems, aber mehr noch bitten wir Sie den Standpunkt einzunehmen, dass die Paramount, trotz der Tatsache, dass sie ihre Pläne während des ganzen Aufruhrs von Verkündigungen ihrer Gegner nicht bekannt gab, nun im vollständigen Besitz ihrer Pläne, ihres Personals, und ihrer Patente das langgehegte Schweigen brechen wird, um ihre Führung an der Spitze der Filmindustrie aufrecht zu erhalten.

Geben Sie diesem neuen Typ des Films eine Menge Ihrer Gedanken! Stellen Sie Ihren Geist auf das Sujet der Tonfilme ein, damit, wenn diese Sie wirklich erreichen, Sie dieselben mit Ihrem ganzen Verständnis aufnehmen können und wissen, welche kolossalen Möglichkeiten die Tonfilme haben werden.

ZASU PITTS IN JANNINGS' NEXT PICTURE

ZaSu Pitts has been signed by Paramount to play Emil Jannings' first wife in "Sins of the Fathers," the German star's next production. Jean Arthur, recently added to the Paramount contract list, and Jack Luden have also been assigned to the cast of the Jannings picture. Miss Arthur will play Jannings' daughter.

Ruth Chatterton, stage actress, has the feminine lead in the picture. Ludwig Berger will direct.

SECOND HALF

CONTEST ENTERS SECOND SIX MONTHS WITH SOME DRASTIC CHANGES IN STANDINGS

France and Japan Making Spirited Bid for Placque and Other Great First Place Prizes

ARGENTINA COMMENCES THAT PROMISED SKYROCKET ACTION

OVER QUOTA (as at July 1st.)

FRANCE	
France, Belgium, Switzerland, Egypt, Northern Africa.....	116.00
JAPAN	
Japan, Korea.....	110.46
CANAL ZONE	
Panama, Colombia, Jamaica, Venezuela	108.74
INDIA	106.78
CENTRAL AMERICA	
Guatemala, etc.	106.74
SPAIN	
Spain, Portugal	106.05
CHILE	
Chile, Peru, Bolivia	105.86
MEXICO	104.07
PORTO RICO	101.69

UNDER QUOTA (as at July 1st.)

GREAT BRITAIN	
England, Scotland, Wales, Irish Free State.....	96.72
CHINA	92.53
AUSTRALIA	
Australia, New Zealand, Java, Straits Settlements, Siam	92.21
SCANDINAVIA	
Sweden, Norway, Denmark.....	92.14
BRAZIL	91.09
CENTRAL EUROPE	
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Rumania.....	89.98
ITALY	89.73
CUBA	87.59
ARGENTINA	
Argentina, Uruguay, Paraguay.....	84.51
HOLLAND	80.77
GERMANY	74.47

Last month it was announced that the Operating Costs were not yet reflected in the Current Figures. This month they are! And the fact stands revealed that those Divisions and Branches which have kept their operating costs below those of last year have more than materially augmented their chances for prize-winning success in the current contest. This point of Operating Costs cannot be emphasized too strongly. It is not only vital as a statement of fact, but it will positively have a vital bearing on the results which line up at the conclusion of the Contest.

These Paramount Pictures are 4 of 20 to be Sound Synchronized

"The Patriot"

HEAR—The Marching of Troops...The Pealing of Bells...The Crack of Whips...Firing of Shots, Clatter of Hoofs.

"Lovers of an Actress"

HEAR—The Thunderous Applause of an Audience...The Inspiring Orchestra of the Comedie Francaise, Paris.

"Abie's Irish Rose"

HEAR — The World Famed Wedding of Abie and Rose-Mary...The Sounds of Battle in France.

"The Wedding March"

HEAR—The Most Colorful Parade Ever Filmed...The Magic Harmony of the Cathedral Choir...The Chanting of the Priests.

FOR TWENTY YEARS YOU'VE SEEN—AND NOW YOU'LL HEAR! Paramount's superlative policy of linking Sound Effects with its greatest film properties proceeds with such breathless pace that every day brings new, startling and inspiring developments. Presented above are glimpses of four of a minimum of twenty Paramount Pictures which will have perfect Sound Synchronization when released during the coming season.

PARAMOUNT SOUND FILMS

First Major Statement Made to Film Industry

PARAMOUNT'S POLICY OF SOUND PICTURES

The following is the text of Paramount's announcement of policy on the making of Sound and Dialogue Motion Pictures, given to the industry on July 1st. It reveals the fact that Paramount's plans, maturing over a period of more than twelve months, have come to a maturity which is not only practical and thoroughly timely, but which enables Paramount to adequately and inspiringly maintain our customary post of leadership in the motion picture industry.

Paramount's plans for sound pictures during the coming season were made known recently in an official statement by the Company.

Of the 71 Paramount feature pictures to be released beginning August 1, a minimum of 25 to 30 will have sound accompaniment, many with talking sequences.

Paramount News will present a large part of its service in sound, and the one and two reel short features, including the Christie Comedies, will also have sound accompaniment.

In addition the company will sell a new type of picture, which will be sound pictures of the stage unit productions such as appear on the stage of the Paramount Theatre and other big theatres operated by Publix. By this move smaller theatres throughout the country will have the opportunity of booking the big stage shows that are now a feature of the deluxe houses in the larger cities. Lavish novelties featuring popular acting, singing and dancing stars, the pick of the world's stage and screen talent, will be presented in these special short reels. For the time being this will only apply to the United States and Canada.

The major part of Paramount's sound activities will be centered in the company's studio in Hollywood, but reconstruction of the Paramount Long Island studio for the production of sound pictures is progressing rapidly. As it was announced last month by Adolph Zukor, president of the company, those sound pictures which can be

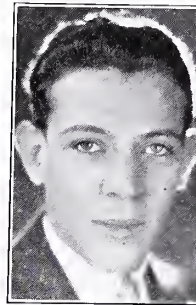
most advantageously filmed in the East because of the proximity of speaking stage talent will be made at the Astoria plant.

Among the feature length productions with sound, which either are already in work or have been completed, are the following:

"Wings," the William Wellman production with Clara Bow, Charles Rogers, Richard Arlen and Gary Cooper featured, which has had an amazing run at the Criterion Theatre, New York City, and every other big city it has played thus far this year in the United States and throughout the world.

Erich von Stroheim's masterpiece, "The Wedding March." All the great highlights of this picture—the wedding music—bell s and trumpeting—will be heard as well as seen.

Anne Nichols' "Abie's Irish Rose," which will have in addition to the music score, other sound effects, such as the singing of the theme song by Charles Rogers and



EDDIE U GAST, formerly of the Domestic Ad Sales Department, and now a member of the Home Office Foreign Department, has been appointed by Mr. E. E. Shauner to be in charge of Paramount's Sound Pictures development in the

territory covered by Paramount Around the World. Eddie is particularly well qualified for this work as he has been associated with the music publishing industry for seven years prior to joining Paramount, and he has had a musical training which dates right from the time when he was able to read. On behalf of Paramount's Foreign Legion we congratulate him upon his appointment, and promise him our whole-hearted cooperation.

Nancy Carroll, who, with Jean Hersholt, are featured.

"The Patriot," Ernst Lubitsch's greatest work, which stars Emil Jannings. Sound reproduction for this picture will incorporate the thunderous Russian marches, the charge of the yelling Cossacks, and pistol shots as the innocent are shot down. Featured in support of Jannings are Florence Vidor, Lewis Stone and Neil Hamilton.

"The Canary Murder Case," a famous detective mystery melodrama with William Powell, Louise Brooks, Ruth Taylor and James Hall featured in the cast under the direction of Malcolm St. Clair.

"Loves of an Actress" starring Pola Negri and directed by Rowland V. Lee. Nils Asther and an all-star cast support Miss Negri. Sound accompaniment for this production will consist of a music score and sound effects for the dramatic stage sequences.

"Warming Up," a lavishly produced comedy-drama starring Richard Dix. Sound accompaniment for this production combines the sound atmosphere of a baseball game, singing of the theme song and the music score.

Paramount has acquired the right to "Burlesque," the Broadway comedy-drama hit that has run nearly a year in New York. This will be produced on a spectacular scale as a Paramount picture.

FIRST CHRISTIE SOUND PICTURE COMPLETED

Synchronization of the first of the Christie sound comedies, "The Dizzy Diver," has been completed by the Victor Talking Machine Company, in conjunction with Nathaniel Finston, Paramount's musical director. Billy Dooley is the star. Christie recently signed for a Western Electric license, and will soon begin the making of synchronized pictures during production in their Hollywood studios.

The next of the Christie Comedies to be synchronized will be the first of the "Confessions of a Chorus Girl" with Frances Lee. The title is "Skating Home." This will be followed by Jack Duffy in "Hot Scotch," first of the Sandy MacDuff series and by Bobby Vernon in "Stop Kidding."

All of the Christie pictures, including the two coming Douglas MacLean feature productions, will be synchronized with music and all kinds of special sound effects.

ENGLISH PAPER PRAISES ITALIAN ACTOR

The Sunday Graphic of London in a recent issue had the following to say about the work of the Italian actor, Tullio Carminati, in a Paramount picture:

I think you will like "Honey-moon Hate." It is "The Taming of the Shrew" up to date with Florence Vidor as the wealthy, spoiled, headstrong girl who is brought to her senses by Tullio Carminati, an Italian, who is remarkably well cast.

TWO SPLENDID PARAMOUNT ANNOUNCEMENT BOOKS

Our congratulations are very much in order for those responsible for the production of the blue-and-gold-covered Paramount announcement books of Hungary and Latvia, copies of which have just reached the Home Office in New York. Branch Managers Louis Foldes of Budapest and A. Kuzmin of Riga have modestly advised us that the books were being sent, their letters carrying the silent implication that the product represented by the books was going to receive the greatest and widest distribution in the history of their respective territories.

20 MINIMUM!

Only four pictures are illustrated on the opposite page; but Paramount definitely announces that a minimum of twenty (20) Paramount features and specials will be synchronized with sound during the coming season. In addition to them there will be a certain number of Paramount-Christie Comedies synchronized, and each issue of Paramount News will be Movietoned.

PARAMOUNT PICTURES COM SOM

No mez passado anunciamos que os films da Paramount iam ser sincronizados com sons e neste mez vamos tratar do assumpto mais circumstanciadamente tornando publico o grande avanço que fizemos, e illustrando e descrevendo ao mesmo tempo, alguns dos films falantes que vão ser produzidos.

Os que trabalham para a Paramount devem reconhecer que este passo sensacional é um dos maiores dados por esta Companhia, e que ao fazermos isto, tivemos que revolucionar nossos negocios e de fazer face a grandes barreiras.

Pedimos, portanto, vosso auxilio mental e physico para vencermos as dificuldades que se apresentarem. Pedimos vossa tolerancia e vossa paciencia para comnosco na solução destes problemas. Mas acima de tudo, deveis tomar em consideração, que apesar de nada se ter dito durante o tempo em que nossos competidores faziam grandes anuncios, a Paramount emerge desse silencio em completa posse de painos, pessoal, e patentes que a habilitarão a manter-se, como até agora, na vanguarda da industria cinematographica.

Dedicae vossos pensamentos a este novo typo de films e estudaes-os bem, para que quando ahi chegarem, estardes habilitados a dar-lhes um destino digno de sua extraordinaria força de atracção.

YOURS FOR THE WINNING!

THE FIRST PRIZE

(A) FOR THE HEAD OFFICE OF WINNING DIVISION

A highly valuable, and beautifully inscribed Placque, worthy of the occasion and symbolical of the achievement. To be inscribed personally by the highest executives of the Company.

(B) FOR LEADING BRANCH IN WINNING DIVISION

A cash prize of One Thousand Dollars (\$1,000) to the Branch Manager, or an alternative of a Trip to Hollywood. Added to this will be a bonus of one week's salary additional to every member of the Branch.

(C) FOR EVERY MEMBER OF WINNING DIVISION

A medallion replica of the Placque, carrying a facsimile of the inscription, will be presented to every member of the Winning Division.

START EARLY! FINISH STRONG!

THE SECOND PRIZE

(A) FOR THE HEAD OFFICE OF THE DIVISION
A gold-lettered banner, suitably inscribed, and presented to the Head Office of the Division personally by an executive of the Company on an occasion suitably commemorating the event.

(B) FOR LEADING BRANCH IN THIS DIVISION
Five Hundred Dollars (\$500) in cash to the Branch Manager. Added to this will be a bonus of one-half of one week's salary additional to every member of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION
A miniature replica of the gold-lettered banner will be placed in a position of honor in every Branch Office of the Division.

THE THIRD PRIZE

(A) FOR THE HEAD OFFICE OF THIRD-PLACE DIVISION

An exquisitely engraved parchment, bearing a message of inscription perfectly befitting the occasion.

(B) FOR LEADING BRANCH IN THIS DIVISION

Two Hundred and Fifty Dollars (\$250) in cash to the Branch Manager; plus an additional bonus of one-half of one week's salary to every employee of the Branch.

(C) FOR EVERY BRANCH OF THIS DIVISION

A suitable replica of the engraved parchment, for displaying in a conspicuous place of honor in the office.

These are the Prizes for the 1928 "GREATEST YEAR!" CONTEST

YOURS for the Winning! But to which offices does the first word refer? One month the records of achievement make us think in a certain way; but the next month there are new achievements occupying the limelight. But at least the limelight is stationary: we know that it will stay there all the time—it is only the actors who change. Yet we seem to know that if an actor comes into the limelight and does a great act, popular applause keeps him there to do another act. And if that is so good that there doesn't appear to be a better one on the bill, he stays. In fact he stays there until a better act comes along. And that is much the case with this 1928 "Greatest Year!" Contest, the parallel being complete even to the point that those who got in earliest with their performances have of course the greatest opportunities for remaining in the spotlight the longest.

Once again we draw the attention of every Paramount Legionnaire to the fact that the prizes listed above are being so allotted that every individual member of every Paramount office throughout the world stands an equal chance of participating in them.

AND NEXT MONTH, IN THE SEPTEMBER ISSUE, IT IS GOING TO BE OUR PARTICULAR PLEASURE TO PRESENT TO YOU ALL THE ILLUSTRATIONS OF SUCH OF THE PRIZES AS IT IS POSSIBLE TO ILLUSTRATE AT THIS STAGE OF THE CONTEST. NOTE THAT FACT CAREFULLY. UP UNTIL NOW WE HAVE ONLY TOLD YOU ABOUT THE PRIZES: NEXT MONTH WE'LL SHOW THEM TO YOU. WHAT YOU'VE READ ABOUT YOU'LL SEE!

LASKY SIGNS THREE FOREIGN ACTORS

Three new actors, a Frenchman, a Russian and an Englishman—will appear in Paramount pictures during the forthcoming season as a result of the trip abroad of Jesse L. Lasky, first vice-president in charge of production of Paramount Famous Lasky Corporation.

They are Maurice Chevalier, reigning favorite of Paris music halls and light comedian extraordinaire; Paul Guertzman, 15-year-old Russian refugee unknown who broke open the door of opportunity by his persistence, courage and pantomimic talent, and John Loder, a former British cavalry officer whom Mr. Lasky hails as one of the real screen discoveries of the year.

Mr. Lasky announced his acquisitions upon landing. The Russian boy, resplendently happy in his new suit of clothes, came over with Mr. Lasky and was sent to Hollywood immediately to join the Paramount stock company. Both Chevalier and Loder have signed contracts binding them to Paramount. The Frenchman is due to sail for America about October 1, while the Englishman will come over early in August.

"These three personalities, so widely separated by experience and training and so different from any others on our roster of players, should add to our program a highly stimulating dash, glamor and brilliance," predicted Mr. Lasky.

"Not only are they new faces which must be introduced constantly into a vital and progressive organization, but they possess superior and outstanding talent.

"Maurice Chevalier is one of the greatest artists and most magnetic names in all the stage of Europe.

"John Loder has lived a life which is more romantic than the imaginings of most scenarists, and it has colored and shaped his art.

"The boy, Paul Guertzman—who shadowed me and would not let me



Paul Guertzman

go until I had given him a chance, and so earned his nickname of 'Shadow'—I think is in his way the most exciting discovery of all. He has ability for mimicry and pantomime which astonished me, altogether natural and untrained, and he has great comic sense.

"We intend to see that these actors coming to Hollywood are given the fullest opportunity to do their best work. There will be no stint or handicap. I have the utmost confidence in them, and I believe they will produce enthusiastically in co-operation with the facilities at their disposal."

Chevalier will appear in both sound pictures and silent, according to Mr. Lasky. He speaks not only French but fluent and colloquial English. He is described as possessing the athletic physique of Richard Dix, having an irresistible smile, a deft comedy sense and a voice perfectly adapted for mechanical recording both in speech and song.

The story for Chevalier's first Paramount production already is being prepared by a distinguished

French dramatist, Mr. Lasky said, and the actor himself is collaborating. In it Chevalier is to sing in both French and English.

The Englishman, John Loder, a captain of cavalry on the Western front before he was 19 years old, went into pictures in Germany, after having stumbled around several years following the war in trying to adjust himself to peace.

Loder's first role was under the direction of Alexander Corda. His first featured part came in March, 1927. All this work was in Germany. A year later he was given a position in England.

The actor is the son of a general in the British army, who commanded a regiment of dragoon guards in the South African War and was in active service during the Great War. He was born in London, attended school at Eton and then—following the family tradition—went to Sandhurst. In 1915 he was commissioned a lieutenant and sent to Gallipoli. At that time he was said to be the youngest officer in the entire army. He served in Egypt, Syria, Tripoli and Flanders, was promoted to be a captain and was captured a few months before the armistice. His type as an actor is a reflection of his colorful life.

Mr. Lasky himself discovered the Russian boy, Paul Guertzman, or as he tells the story, the boy discovered himself and compelled Mr. Lasky to notice him.

When the film producer went to his hotel in Paris, the lad was standing silently beside his door. When the vigil continued, Mr. Lasky became curious. The boy desired to be a picture actor. Four or five days of this and an interpreter was sent to explain to the boy that it was impossible. That word, however, was not in any language the boy knew.

"Tell Mr. Lasky," he replied to the rebuff, "that I shall talk with him when he is in a better humor."

This and the boy's smile pleased Mr. Lasky so that he asked the boy what he would do if he were taken to Hollywood. Then Paul proceeded to show a genius for

SWEDISH CHALLENGE

On another page we have given prominence to the celebrated Paramount football team of Stockholm, Sweden, and to the manner in which they outclassed a film competitor in a recent game. Below we reprint a poem published in a recent issue of "Filmjournalen," of Stockholm, and in which there is shown that just as "Chang" has outclassed every other film in Sweden, so will Paramount's team outclass all competition.

Heja, röda vita laget
så ni ej förlorar slaget.
Heja, heja, heja.

Heja Nilsson uti fällan
laga att Du klarar nollan.
Heja, heja, heja.

Heja Paramount och gör målet
får ni höra segrarvrålet.
Heja, heja, heja.

Hej, Moana, Chang och Hula
skjut i Metros bur en kula.
Paramount, Paramount, Para-
mount.

Vi ska bjuda er på russin
om målens antal blir ett dussin.
Heja, heja, heja.

Frestelse och Chang förplikta
tänk på det när ni skall sikta.
Heja, Paramount, heja.

Heja Paramount, mera mål,
Metro får nog vad dom tål.
Heja, heja, heja.

Fram till målet och kvittera,
sedan väntar vi på flera.
Heja, heja, heja.

Heja, Metro, och gå på,
Paramount vinner nog ändå.
Heja, heja, heja.

Intet är som väntans tider,
gör ett mål ty tiden lider.
Heja, Paramount, heja.

pantomime which astonished the producer. He was without stage experience or training, but nature had taught him, and so he is on his way to a career.

PELICULAS PARAMOUNT CON SONIDO

En nuestra edición del mes pasado dimos la noticia preliminar respecto a la sincronización del sonido y la acción en las películas Paramount. Este mes entraremos algo más a fondo en el asunto, dando el texto de la información dada por la Paramount referente al maravilloso adelanto, y mencionado, y publicando ilustraciones de algunas de las películas que llevarán dicho sonido sincronizado.

Esperamos que todos ustedes reconocerán que este paso es quizás el más progresista que nuestra compañía ha dado hasta la fecha, y que al iniciarlo, no sólo revolucionamos por completo nuestros negocios, sino que también nos colocamos frente a una serie de obstáculos de consideración.

Solicitamos de todos la ayuda mental y física necesaria para vencer dichos obstáculos. Pedimos tolerancia y paciencia de parte de todos en la resolución de nuestros problemas. Pero, ante todo, pedimos que procuren ustedes compenetrarse del hecho de que la Paramount, a pesar de haberse abstenido de publicar sus planes durante el período de confusión que siguió a la publicación de los planes de nuestros competidores, rompe su silencio hallándose en completa posesión de planes, personal y patentes que le permitirán mantener la supremacía en la industria cinematográfica.

Den ustedes toda la atención posible a este nuevo tipo de películas. Encarrilen sus ideas hacia las películas parlantes, a fin de que cuando, finalmente, lleguen a su poder encuentren una comprensión perfecta de parte de ustedes sobre lo que son y las colosales posibilidades que encierran.



John Loder

TITLE WRITER ADDED TO FOREIGN DEPARTMENT STUDIO PERSONNEL

Ben Grauman Kohn has become a member of George N. Kates' staff in the foreign department at Paramount's Hollywood Studio. He has been engaged specifically for the supervision of titles from the foreign department's angle.

"WINGS" IN MEXICO AND AUSTRALIA

"WINGS" TRIUMPH IN MEXICO CITY CLIMAXED GREATEST PUBLICITY CAMPAIGN IN HISTORY

Telegraphed advice from General Manager Clarence Margon was the first intimation of the colossal box office success of "Wings" at the Olimpia Theatre, Mexico City. A week later there came to hand the evidence attesting to the efficacy of the campaign out of which this success had materialized.



Exterior of the theatre and the lobby of the Olimpia, Mexico City, during the recent super-successful season of "Wings." Thus is another triumph added to the world-girdling success of Paramount's epic of the air.

The written endorsement of the picture by Carranza, Mexico's ace of aces, (whose untimely death, later, on July 12th shocked the World) was utilized on one-sheets and throughout all of the theatre's highly effective and colorful newspaper advertising. The colored lobby photographs of Aces of All Nations were put to wonderful use in windows, and through them, and the city's feverish interest in aviation, an unprecedented number of

window displays were obtained.

Sandwich men to the number of seven were utilized, and 50,000 handbills carrying Carranza's endorsement of the picture were distributed throughout the city. The newspaper advertisements, of which mention has been made, were distinctly striking. Due to the brevity of the picture's title, it was possible to play the four letters up in spectacular fashion, an opportunity that was not lost sight of.

INTREPID AUSTRALIAN FLIER WINS "WINGS" WATCH



Bert Hinkler, who smashed a handful of aviation records with his London to Sydney flight, receives a "Wings"-Omega Watch from Managing Director John W. Hicks, Jr. The watch is the symbol of a splendid Australian exploitation tie-up arranged on a national scale by Mel G. Lawton as part of the terrific and inspiring successful campaign for aiding Paramount's air epic, "Wings." The lady is Mrs. Hinkler.

Some other features of Lawton's campaign consisted of red and yellow snipes announcing the vocal one-step "Wings," and a large wing-shape sticker also announcing this sparkling piece of music.

The lobby and the exterior of the Olimpia have been illustrated above. The lobby contained, in addition to the electric lighting of the picture's title, five accurate models of aeroplanes and dirigibles, and the flags of twenty nations.

Naturally, the picture was sound-synchronized, and for the first time in the history of Mexico City the magnascope screen was used, the screen in this instance being fifty feet wide by thirty-five feet deep.

At the premier screening the theatre was honored by the presence of Secretary of State, Secretary of War, Secretary of Public Instruction, Chief of the General Staff, Commanding General of the Aviation Corps and the diplomatic representatives of seventeen countries.

TRANS-PACIFIC FLIGHT ALSO 'SCOOPED' ADVANCE PUBLICITY FOR "WINGS" IN MELBOURNE

When the trans-Pacific fliers were between Suva and Brisbane, a special newspaper named "The Capitol Kingsford-Smith Special" was compiled and held in readiness for release. This newspaper was set up with displayed stories about the landing in Brisbane; and in ad-

Whirring Around the World! That's "Wings," Paramount's Supreme Epic of the Air! And now comes Australia with another story of triumph that is as thrilling as is the picture itself. The Leader of the Australian Division, John W. Hicks, Jr., tells of the presentation triumph of the picture in a special letter to Mr. J. H. Seidelman, wherein he recounts the manner of the picture's presentation at the Regent Theatre, Sydney, and of the special features which led up to that triumph.

"Wings" came to the picture-goers of Sydney on the crest of a nationwide and intensive publicity campaign. No idea was left untouched, no avenue unexploited. The result was that in addition to literally acres of free publicity, there were scores of business firms which had effected exploitation tie-ups with Paramount. The nation's Prime Minister, the air force officials, the country's foremost aviators, state and civic officials had endorsed the picture; and at a preliminary press screening the newspapers had come to light with unstinted laudations for the internationality of the picture.

In telling of the presentation Mr. Hicks said: "The presentation consists of a beautiful stage setting excellently lighted, portraying a dug-out with a crashed plane, sand bags, cannon, barbed wire effects and all of the other details to give it the correct atmosphere. There is a quartette—"The Big

Four," the best quartette in Australia—dressed as aviators. They sing the theme song, "Wings," and then very softly into the chorus of "My Buddy" as the dedication title of the picture fades in."

The sound effects and the magnascope were a positive sensation, according to Mr. Hicks, for although the magnascope had been used for "Chang" and "Old Ironsides," it had never before been used in conjunction with sound, as it is in "Wings," and had never been able to display its merit with such crashing effect.

In the concluding paragraph of his letter Mr. Hicks said: "There is no doubt in my mind whatsoever but what 'Wings' will be one of the biggest revenue producers that we have ever handled, and you can rest assured that we are going to give it everything that we have got to get the greatest financial results out of it."

Sydney's Spectacular New Theatre—the Regent

This is the Regent, in Sydney, where "Wings" had so successful an Australian premiere. During its run the Paramount air epic was seen by the famous aviators, Captain Kingsford-Smith and Bert Hinkler. Paramount's exploitation force did memorable work.



dition it carried two full pages of "Wings" publicity. The instant there was the flash of the fliers touching Australian soil, 25,000 copies of the newspaper were released on the streets of Melbourne. So great was the excitement that the papers were literally fought for; and of course everyone read about the fact that "Wings" was shortly due to arrive at the Capitol. Another important item is the fact that these papers beat the regular newspapers onto the street with the news of the fliers arriving by almost a full hour.

LONDON PRESS REVIEWS ON "WINGS" PRESERVED IN BOOKLET

The marvelous reviews on "Wings" given by the press of London were too precious to be scattered around on odd sheets of paper; so Publicity Director Fred Martin had them all collected and printed in an attractive little blue and red and silver booklet. In this form they were re-mailed to all exhibitors in England, Scotland, Wales, the Irish Free State, the Isle of Man and that picturesque little island of Guernsey.

"WINGS" "ALAS" "ALI" "AZAS" "VLEUGELS" "LUFTENS HELTE" "LES AILES"

Um boletim de quatorze paginas foi redigido pelo Sr. Seidelman descrevendo as varias phases do successo do photodrama "Azas." Este boletim, compilado dos relatorios da Paramount, relata os effeitos de apresentação, de sons, do magnascope e do acompanhamento musical. Descreve tambem o phenomenical successo obtido por este photodrama em Londres, Copenhague e no Japão e em Sydney.

"To an aviator, 'Wings' is perfection," said Bert Hinkler, Australia's most renowned airman, when he visited the Regent Theatre, Sydney, recently to view the film for the second time. "The many scenes made in the air thrill even the old-timers, and with it all there in that undercurrent of throbbing, whirring music which sounds dear to the heart of every flyer."

Van de hand van den Heer Seidelman is een artikel in bulletin-vorm verschenen van 14 pag, geheel gewijd aan de verschillende vertoonings stadia van "Wings."

Het is in hoofdzaak een resumé van door de Paramount deskundigen opgemaakte verslagen, betreffende de vertooning der film zelf, de imitatie der geluiden, de magnascope (vergrootingstoestel) en de orkest-begeleiding. Uit dit bulletin blijkt duidelijk, waaraan wij de fenomenale successen met "Wings" te danken hebben in Londen, Copenhagen en in alle hoofdplaatsen van Japan en in Sydney.

Avalado con la firma de Mr. Seidelman se ha preparado un boletín de catorce páginas que trata de las distintas fases de presentación de "Alas." Este boletín, compilado de los informes de los expertos de la Paramount, trata de la presentación escénica, de los efectos de sonido, del "magnascope" y del acompañamiento musical. Explica de varias maneras el porqué de los éxitos fenomenales de las diversas representaciones de "Alas" en Londres, Copenhague, y las ciudades más importantes del Japón, así como en Sidney.

A BULLETIN has gone out over the signature of Mr. Seidelman, explaining some of the vital details connected with the presentation of "Wings" in London, Copenhagen and Japan. This bulletin is in fourteen pages and has been compiled from reports made by Paramounteers who have investigated the presentations.

Entre los aviadores australianos prominentes que han visto "Alas" citaremos al capitán Sir Hubert Wilkins, héroe del notable vuelo a través del Artico, entre Alaska y Spitzbergen, y Bert Hinkler, que con su sensacional vuelo de 12,000 millas, desde Londres a Sidney, batió cinco "records" mun-

A grand collection, in many languages, of happenings, opinions, events, presentations and endorsements—all inspired by Paramount's supreme epic of the air, "Wings."

diales. El captain Wilkins presenció la epopeya del aire en el teatro Criterion de Nueva York, y Hinkler vió la película de la Paramount en el teatro Regent de Sidney.

Cuando estas líneas lleguen a sus manos, "Alas" habrá completado su primer año en el teatro Criterion de Nueva York. El segundo año empezará a partir del 12 de Agosto próximo.

IN Australia, "Wings" is a terrific success. There is a raft of information to this effect in the issue you are now reading. Managing Director John W. Hicks believes that the overwhelming triumph of "Wings" is going to put The Blue Ribbon Bunch over Quota before long.

Bij het lezen dezer regelen, heeft "Wings" haar eerste onafgebroken speeljaar in het Criterion Theatre, in New York, beëindigd. Het tweede speeljaar van de film begint op 12 Augustus.

Da lista dos aviadores proeminentes que viram o grandioso photodrama da Paramount, "Azas," constam os nomes de dois da Australia. São os Snrs. Capitão Sir Hubert Wilkins e Bert Hinkler. O primeiro voou através da Região Arctica de Alaska a Spitzbergen e o segundo venceu o record mundial no seu vôo de 12000 milhas de Londres a Sydney. O Capitão Wilkins viu o film "Azas" no Theatro Criterion, de Nova York, e o Sr. Hinkler viu-o no Regent Theatre, de Sydney.

Unter den vielen berühmten australischen Fliegern, welche "Wings" gesehen haben, sind auch Hauptmann Sir Hubert Wilkins, der über die Polarregionen von Alaska nach Spitzbergen flog, und Bert Hinkler, welcher mit seinem sensationellen 12,000 Meilen-Flug von London nach Sydney fünf Weltrekorde brach. Hauptmann Wilkins sah das Luftdrama im Criterion Theatre, New York, während Hinkler diesen Paramount-Film zweimal im Regent Theatre, Sydney, sah.

Herr Seidelman hat ein vierzehn Seiten starkes Bulletin arrangiert, welches sich mit den vielen Vorführungsphasen von "Wings" beschäftigt. Dieses Bulletin ist aus den Berichten von Paramount-Fachleuten zusammengesetzt und befasst sich mit der aktuellen Bühnenpräsentierung, nämlich Lauteffekten, Magnoskop und Musikbegleitung. Es erklärt die Frage, warum die "Wings" Saisonen in London, Kopenhagen, allen wichtigen japanischen Städten und Sydney so phänomenal erfolgreich waren, sehr vielseitig.

Van de voor faanstaande Australische vliegers, die 'Wings' (Vleugels) gezien hebben, noemen wij Kapitein Sir Hubert Wilkins, die van Alaska via de Noordpool naar Spitsbergen vloog, alsmede Bert Hinkler, die vijf wereldrecords op zijn naam bracht door zijn opzienbarende 12000 mijl vlucht van Londen, naar Sydney. Kapitein Wilkins zag het luchtdrama van Paramount in het Criterion Theatre, in New York en Hinkler zag het twee-

maal in het Regent Theatre, to Sydney.

Fra gli aviatori australian prominenti che hanno visto "Wings" ("Ali") vi sono il Capitano Sir Hubert Wilkins, che volò attraverso le regioni artiche dall'Alaska fino a Spitzbergen e Bert Hinkler, che ha superato cinque record mondiali col suo sensazionale volo di 12.000 miglia da Londra a Sydney. Hinkler vide la film Paramount due volte al Regent Theatre di Sydney.

Quando este numero chegar às vossas mãos, o photodrama "Azas," já terá completado um anno de exhibição no Theatro Criterion, de Nova York. A exhibição do segundo anno deverá principiar no dia 12 de Agosto.

Wenn diese Zeilen Sie erreichen, hat "Wings" bereits sein erstes Jahr im Criterion Theatre, New York, beendet. Das zweite Jahr beginnt mit dem 12. August.

Parmi les aviateurs australiens de marque qui ont assisté aux représentations de 'Wings' se trouvent le capitaine Sir Hubert Wilkins, qui vola à travers les régions arctiques d'Alaska aux Spitsbergen et Bert Hinkler qui a battu cinq records mondiaux avec son vol sensationnel de 12.000 lieues de Londres à Sydney. Hinkler vit ce film Paramount par deux fois au Théâtre Regent de Sydney.

Portant la signature de Mr. Seidelman il vient d'être préparé un bulletin de quatorze pages traitant des différentes phases de la présentation de 'Wings.' Ce bulletin qui fut préparé d'après les reports d'experts Paramount traite de la présentation du théâtre lui-même, des effets du son, du magnascope (agrandisseur) et de l'accompagnement musical. Il explique ainsi dans bien des endroits le succès phénoménal de 'Wings' à Londres, Copenhague, et dans les villes importantes du Japon et à Sydney.

Soto la firma del Sig. Seidelman è stato preparato un bollettino di quattordici pagine che tratta delle varie fasi di presentazione di "Wings." Questo bollettino, compilato dai rapporti degli esperti Paramount, tratta con la vera e propria presentazione scenica, gli effetti acustici, l'amplificatore e l'accompagnamento musicale. Spiega in molte maniere perché le stagioni di "Wings" abbiano avuto un tale fenomenale successo a Londra, a Copenhagen, in tutte le importanti città del Giappone e a Sydney.

Al momento in cui vi perverranno queste linee, "Wings," avrà compiuto il suo primo anno al Criterion Theatre, New York City. Il secondo anno, a seconda dell'ordine del giorno in vigore, comincerà il 12 agosto.

SCHULBERG NAMED GENERAL MANAGER OF WEST COAST PRODUCTION. OTHER AWARDS

In recognition of their record in successful motion picture production, several Paramount west Coast studio executives have been advanced in rank.

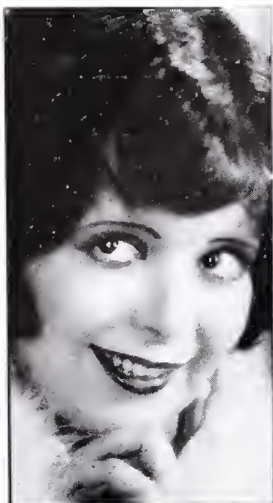
B. P. Schulberg, hitherto known as an "associate producer," has been named general manager of West Coast production. Promotion was awarded to Mr. Schulberg after a recent series of conferences in New York at which Adolph Zukor, S. R. Kent, Mr. Lasky and other home office executives discussed past achievements and plans for the future.

Cited for "efficient cooperation and intelligent supervision," B. P. Fineman, Louis D. Lighton, J. D. Bachmann, B. F. Ziedman and David O. Selznick have been advanced from the rank of supervisor to classification as associate producers.

Roy Romeroy, expert on sound synchronization, has been made director of sound effects. Pomeroy will head the recently created studio sound department and will be in charge of technical work on Paramount's ambitious sound film program. Oren W. Roberts succeeds Pomeroy in charge of special effects.

"The promotion of these capable production executives is just reward for their remarkable record of achievement," Mr. Lasky declared. "Headed by B. P. Schulberg the coast studio has hung up an enviable record of successful production. Paramount is proud of this record and the men who made it."

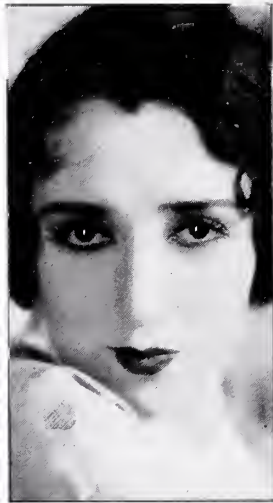
Paramount Stars Award



CLARA BOW
gives one



EMIL JANNINGS
gives one



BEBE DANIELS
gives one



RICHARD DIX
gives one



ESTHER RALSTON
gives one

From **BEBE DANIELS** to the
LEADING BOOKER OF THE WINNING BRANCH OF THE DIVISION
ECLIPSING THE PREVIOUS BEST RECORD FOR THE FINAL THREE
MONTHS OF ANY YEAR.

The fellow who swings the finest array of bookings to bring his branch into the winning position will win also the appreciation of Bebe Daniels to the extent of an engraved wrist watch, a personal letter and a personally autographed photo.

From **EVELYN BRENT** to the
PREMIER SHIPPING CLERK OF THE DIVISION ECLIPSING THE PRE-
VIOUS BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

The Most Sought After Leading Woman in Hollywood will take time off from her almost incessant film work to award a cigar humidor to the shipping clerk who is adjudged as having rendered the most conspicuous service towards helping his division win. Judgment will be made by the general manager on the basis of branch managers' recommendations. In keeping with the other awards, a personal letter and autographed photo will also be awarded.

From **ESTHER RALSTON** to the
PREMIER SALESMAN OF THE DIVISION ECLIPSING THE PREVIOUS
BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

It will surely be a nice climax to his year's efforts for this salesman to win the appreciation of Esther Ralston to the extent of receiving from her a pocket lighter and watch, a letter written personally to him by the Blonde Charmer, and a photo autographed directly to him.

From **GEORGE BANCROFT** to the
ACCOUNTANT OF THE WINNING BRANCH OF THE DIVISION ECLIP-
SING THE PREVIOUS BEST RECORD FOR THE FINAL THREE MONTHS
OF ANY YEAR.

Since the collection of cash and the billing of accounts will play a rather vital part in the ultimate success of the Contest, George Bancroft desires to reward the winning branch's accountant to the extent of a traveling bag, an autographed photo, and a personal letter of appreciation.

IT IS our particular gratification only are the Paramount stars the members of the Paramount Legion and happy to be able to signify their possible. This fashion is symbolized by the low—and which we are going to act

These Prizes are all Awards
Greatest Advance for October
1928 over the **Previous Best**
Year in the Division's Existence
and Clear in your mind!
Apart From, and in Addition to
Organization Prizes Already

From **EMIL JANNINGS**
GENERAL MANAGER OF THE DIVISION
BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

Thus will be awarded a gift of silver the screen has ever known. And also a photo and a personal letter from the star.

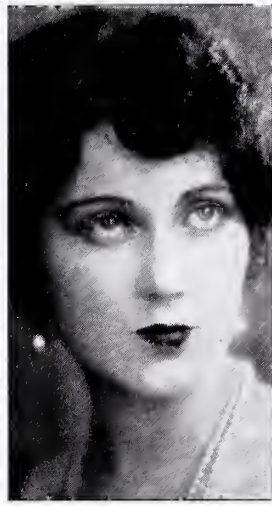
From **CLARA BOW**
BRANCH MANAGER OF THE DIVISION
BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

A silver cigar box, the gift of the fighting for. And it, too, will be accompanied by autographs of the star, autographed to the thanks.

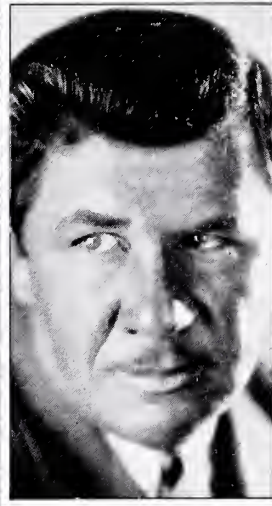
Personal Contest Prizes



ADOLPHE MENJOU
gives one



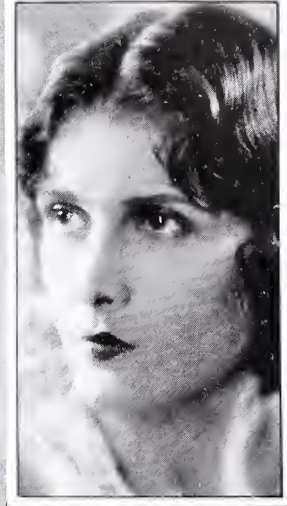
FAY WRAY
gives one



GEORGE BANCROFT
gives one



FLORENCE VIDOR
gives one



EVELYN BRENT
gives one

be able to show in this issue that not only are they profoundly interested in the activities of the division and the world, but that they are pleased to give in the most practical fashion possible to the winners superb gifts which we have listed below and will illustrate in the issue of next month.

to the Division Making the Best Record for the Final Three Months of Any Year, November and December. Get this Point Straight: Furthermore, these Prizes are being awarded. To, the Superb Paramount Prizes are Announced.

AWARDS to the
DIVISION ECLIPSING THE PREVIOUS
BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

Plate from the greatest character actor of the screen with the gift will go an autographed photo of the actor.

AWARDS to the
DIVISION ECLIPSING THE PREVIOUS
BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

"It" Girl will surely be a prize worth winning, and with it a personal letter of appreciation.

From **RICHARD DIX** to the
PREMIER FILM INSPECTRESS OF THE DIVISION ECLIPSING THE
PREVIOUS BEST RECORD FOR THE FINAL THREE MONTHS OF ANY
YEAR.

A lady's traveling clock, a letter of thanks, and a personally autographed photo will be awarded by Dick Dix to the film inspectress selected by the general manager of the winning division, after recommendations from all of the branch managers have been received. Recommendation will be based upon efficiency, willingness and cheerfulness.

From **ADOLPHE MENJOU** to the
PREMIER STENOGRAPHER OF THE DIVISION ECLIPSING THE PRE-
VIOUS BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

Paramount's Master of Sophistication and Charm is awarding a fan recently purchased by himself in Europe, to the stenographer of the winning division who is selected by the general manager from the recommendations of his branch managers. Cheerfulness, efficiency and general Contest-spiritedness will be the chief qualifications adjudged. As in the other cases, a personal letter and autographed photo are part of the award.

From **FLORENCE VIDOR** to the
GENERAL SALES MANAGER OF THE DIVISION ECLIPSING THE PRE-
VIOUS BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

The Radiant "Orchid Lady" of the Screen will bestow an enameled desk clock, a gift personally selected by her during her recent tour of the Continent. It will reflect her charm and good taste; as will also the autographed photo and the personal letter which will accompany it.

From **FAY WRAY** to the
PREMIER AD SALESMAN OF THE DIVISION ECLIPSING THE PRE-
VIOUS BEST RECORD FOR THE FINAL THREE MONTHS OF ANY YEAR.

One of Paramount's newest stars, a charming young lady, will gladden the heart of an ad salesman with a silver cigarette case, an attractive autographed photo, and a neat little letter of thanks for his work in the 1928 "Greatest Year!" Contest. And particularly during the final three months.

LE STELLE DELLA PARAMOUNT PERSONALMENTE OFFRONO I PREMI NEL CONCORSO... ALTRE NOTIZIE INTERESSANTI

Sotto ogni punto di vista immaginabile il concorso di quest'anno è certamente il Concorso dell' "Anno più grandioso!" Avemmo la prima evidenza di ciò nella magnifica mostra di premi che vennero offerti a tutti i Legionari qualche mese fa; ed ora quei premi vengono completati da una meravigliosa mostra di premi personali dalle stelle della Paramount. Questi premi verranno da Clara Bow, Emil Jannings, Adolphe Menjou e parecchi altri e verranno offerti in maniera tale che riuscirà possibile a qualsiasi membro di qualsiasi ufficio di vincerne uno. Oltre al premio, ciascun vincitore riceverà una lettera personale dalla stella accompagnata da fotografia, da esser messa in mostra nel di lui o nel di lei ufficio o stanza. I premi, i loro donatori e il modo in cui verranno conferiti, tutto è annunciato in questo numero.

Naturalmente assumiamo che la Divisione Italiana, avendo dimostrato la sua supremazia nel concorso dell'anno passato, si farà decisamente avanti per raggiungere un'altra vittoria spettacolosa nel concorso del 1928. Essa ha già dato brillanti accenni che fanno sperare per questa rinnovata supremazia e non ci riesce difficile ammettere che i suoi sforzi diventeranno più energici e più intensi a misura che trascorreranno i mesi che ora ci dividono dalla fine d'anno.

Nel passare in rivista i premi speciali offerti dalle stelle della Paramount, vedrete che queste ricompense si armonizzano perfettamente con i grandi premi offerti dalla organizzazione Paramount. Vale a dire, i premi, in entrambe le occasioni, sono designati in maniera tale da provocare una perfetta coordinazione di sforzo da parte di ciascun individuo Paramountese in ciascun ufficio. Se ciascun Paramountese risolve fermamente di vincere un premio, coordinando i suoi sforzi in modo che possano ottenersi i risultati migliori possibili, è facile prevedere che quel dato ufficio, con tutta probabilità, parteciperà nei premi; e quell'ufficio che parteciperà nei premi maggiori di questo. Concorso ne avrà una tale gioia e soddisfazione da non dimenticarlo più.

Tenete perciò bene in mente le due categorie di premi. Non potete aver di mira l'una senza aver di mira anche l'altra. L'una significa una serie di meravigliosi doni personali dalle stelle; l'altro significa un viaggio ad Hollywood per il direttore d'ufficio e salario per ogni membro dell'ufficio.

Osserverete che la Divisione Italiana è stata classificata prima nella serie delle "Città cui i premi possono venire assegnati." Ciò è avvenuto perchè ci fu possibile di acquistare una fotografia di Roma nella Città di New York. Ma queste fotografie sono piuttosto costose e noi non desideriamo acquistarne altre. Preferiremmo che ciascuna città mandasse la sua propria veduta fotografica, perchè allora potre-

mo considerare il fatto come indicazione che quella data città è determinata a vincere uno dei premi. Promettiamo di pubblicare tutte le fotografie che riceveremo, perciò non dimenticate di farci avere quella della vostra città.

Cooper e Shoedsack, questi due coraggiosi giovanotti, vennero alcuni giorni fa a far visita al Sig. Shauer. Essi avevano fra le novità due che erano veramente importanti: l'una, ch'essi erano ritornati dalla jungla con una cinematografia ancora più drammatica di "Chang" dell'anno passato. L'altra era che, mentre stavano ancora nel cuore della jungla, essi provavano immenso piacere nella lettura delle varie attività della Legione Estera. Ciò poté avvenire perchè vennero loro spedite ogni mese regolarmente copie del "The Foreign Legion Pledge" e "Paramount Around the World." In tal modo essi poterono apprendere la importante notizia che la scrivania del Sig. Zukor era stata vinta dall'Italia, come anche lessero delle molte meravigliose campagne per la "Chang" attraverso l'Italia tutta, compresa quella di Cesare Aboaf a Firenze.

In questo numero la Paramount annuncia apertamente per la prima volta alla Legione Estera il nuovo passo avanti nel campo della cinematografia di Suono e Dialogo. Questa nuova fase di sviluppo segna uno dei massimi eventi non solo per la nostra organizzazione ma per tutta l'industria cinematografica. A tempo debito verrete informati dai vostri direttori locali dei dettagli delle Cinematografie Paramount con Suono; ma sarà bene che, dal canto vostro, nel frattempo vi prepariate mentalmente a qualcosa di nuovo e di speciale per potervi trovare meglio attrezzati ad allinearvi col nuovo sviluppo al momento in cui questo vi raggiungerà. In altre parole, state all'erta per le Cinematografie Paramount con Suono leggendo tutto quanto

BRAZIL is one of the Paramount Foreign Legion's greatest and most skillful users of the Paramount Trade Mark—as this full page advertisement from a foremost San Paulo newspaper testifies. We have received a number of other similar advertisements from Manager Bruno Cheli's territory, and some of these have been placed on display in the Home Office, while others have been sent to the Paramount Hollywood Studio for display in the Foreign Department there.

PARAMOUNT
AROUND THE WORLD

PAIXÃO E SANGUE
'UNDERWORLD'

JOSEPH VON STROHEIM
DIRETTORE
PAIXÃO E SANGUE
CON GEORGE BANCROFT
EVELYN D'AMICO
CLIVE BROOK
LARRY SEMON

PROGRAMMA
PARAMOUNT
1928
JUNHO

A GRANDE VIAGEM
BUSCA A SEU NOVO
SEORA O QUE É?
O LAZARDO FORTUANTE

A. Franklyn & Lane
A. Hugh Brown, Gail Ford, George K. Arthur, Jr. & T. Franklyn
A. G. B. & H. M. & H. M. & H. M.
A. S. & S. & S. & S. & S. & S.

JEANETTE JONES
SUA ME ORAO EU SOU!
A CONFUSAO DO ANJO
A ULTIMA TALHA

PARAMOUNT PICTURES

vi sia possibile leggere relativamente all'applicazione di Suoni e Dialogo alla cinematografia.

Ricordatevi che "The Wedding March" ("La Marcia Nuziale"), una film Paramount speciale per la Legione Estera, è la più grande cinematografia che sia stata mai fatta da Erich Von Stroheim.

CINEMATOGRAFIE PARAMOUNT CON SUONO

Il mese scorso facemmo un annuncio preliminare in merito alla sincronizzazione di suono con l'azione nelle cinematografie Paramount. Questo mese entriamo un

più profondamente nel soggetto riproducendo il testo dell'annuncio della Paramount in riguardo a questo meraviglioso movimento progressivo ed illustrando e menzionando alcune delle film che avranno questa sincronizzazione di suono.

Voi dovrete tutti ammettere che questo progresso rappresenta, con tutta probabilità, la mossa più grandiosa fatta dalla nostra Compagnia; che decidendoci a fare questo passo non solo rivoluzioniamo per intero la nostra azienda, ma ce questo lavoro di pionieri ci costringe ad affrontare una immensità di ostacoli.

Chiediamo il vostro aiuto materiale e morale per sormontare questi ostacoli. Chiediamo alla vostra tolleranza e alla vostra pazienza di schierarsi dal nostro lato per aiutarci a risolvere i nostri problemi. Ma, più di tutto, vi chiediamo di assumere il punto di vista che la Paramount, a malgrado del fatto che i suoi progetti non siano stati resi pubblici durante il tumulto di annunci da parte dei suoi competitori, emerge dal silenzio nel completo possedimento dei progetti, del personale e delle patenti che ci mettono in grado di mantenere il nostro primato nella industria cinematografica.

Date attenta e profonda considerazione a questi nuovi tipi di cinematografia. Mettete la vostra mente in armonia col soggetto delle cinematografie con suono, in maniera che quando effettivamente giungeranno a voi, esse possano trovare la vostra intera comprensione di quel che esse effettivamente sono e delle colossali potenzialità ch'esse racchiudono.

DE SPREKENDE PARAMOUNT FILMS

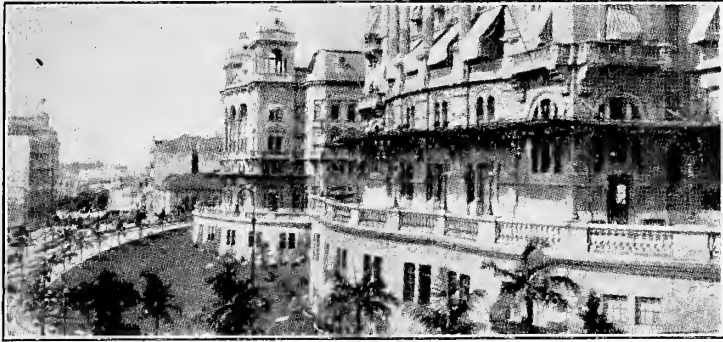
Verleden maand hebben wij een voorloopige mededeeling gemaakt omtrent de synchronisatie van geluid met spel in Paramount Films. Deze maand gaan wij hier een weinig op dieper op in door U den tekst van de officieele Paramount aankondiging te laten lezen betreffende 'de sprekende film' en het afdrucken van een lijstje der te synchroniseren films, met hier en daar een illustratie.

U moet wel begripen, dat dit een groote stap is voor onze firma, zoo niet de allergrootste, daar de sprekende film waarschijnlijk een omnekeer teweeg brengt in de geheele filmindustrie en ons voorloopig althans, een groot aantal hinderpalen in den weg legt.

Wij doen derhalve een beroep op Uw geduld en steun om ons die hinderpalen te helpen overkomen. Maar vóór alles, verzoeken wij U het gezichtspunt van Paramount te deelen, ondanks het feit, dat het stormt van de sprekende-film-publiciteit van de zijde onzer concurrenten. Ons betrekkelijk stilzweigen en onze zakenpolitiek in verband met de sprekende film, zijn gebaseerd op grondig overwogen toekomstplannen, deskundig personeel en de noodige patenten, welke ons in staat stellen op het juiste en gewenschte oogenblik met de Paramount-sprekende-film voor den dag te komen en de leiding in de filmindustrie te behouden.

Denkt eens terdege na over de overweldigende mogelijkheden, die de sprekende film ons biedt. Als de Geluidfilm U binnen afzienbaren tijd bereikt, is het te laat om U eerst dan reukenschap te geven van hetgeen er mee gedaan kan worden. De sprekende film opent een nieuw terrein op de film markt en het is zaak U daar reeds thans aan te passen.

SOME OF THE CITIES TO WHICH THE PRIZES MAY GO!



SAO PAULO

To judge from this issue it would seem that we have almost turned into a Society for the Propagandizing of Sao Paulo. And why not! It is said to be a very beautiful city (and said by people who are in the habit of only telling the truth.) And then we have it on the word of one of the gentlemen in the other picture of Sao Paulo published in this issue that this Brazilian city is all set to win one of the prizes. All of which seems to us to be good and sufficient reason.



PANAMA

Probably this isn't the best picture in the world of this Central American city. But the Paramounteers down there were insistent that we give their prize-winning intentions the speediest publicity, so in we had to dash with the best picture available. Harry Novak, in charge of Paramount's branch here, says they must win a prize. Panama, years ago, found that its hats were getting too much publicity, so they built a canal to divert some of the publicity. Now they're out to win a prize to switch the world's attention once more.



Photo: Bureau of Information Pro-Espana.

BARCELONA

Headquarters of that priceless brand of pep compounded under the guidance of the chief Matador, M. J. Messeri, Barcelona would appear to have more than eyes and hands on one of the prizes. In this city, you will recall, is not only the Desk of Mr. Kent won by the Matador Division last year, but there is the Desk of Mr. Messeri which goes forth at the end of 1928 to the winner of the Matador Division's own contest. Some hive of activity—this Barcelona.



MEXICO CITY

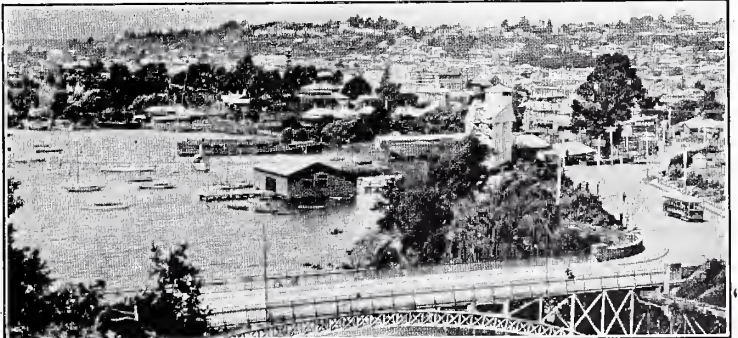
First of all the responders to the plea for photographs of cities was Clarence C. Margon, general manager of the territory which starts at the United States border and goes all of the way down Central America and away beyond the Panama Canal. And just ask yourself if he didn't have a reason for being first in. Ask yourself—and then look at the Standings. Incidentally, in the lower right hand corner is the very office that Mr. Margon expects to steer the prize to.



Photo: Kilgour, American Studios, Zenea 43, Havana.

HAVANA

Going to Havana and not seeing the Prado is like looking at a Paramount picture and not seeing the Paramount Trade Mark. So we've put the Prado in here as one of the Havanan spots that Arthur L. Pratchett expects to traverse with the prize that he is positive is going to Cuba. Lest there be disputants to his claim, he avers that the Standings which we are in the habit of publishing each month should have something to say about that. You're right, Mr. Pratchett, they certainly have!



LAUNCESTON

This picturesque little city, one of the gems of the island state of Tasmania down south of Australia, has a lot of claims as a prize-winner, according to the Blue Ribbon Buncl's leader, John W. Hicks, Jr. For instance, he says, is there any other territory in the world which can claim the honor of having Paramount pictures screening in every theatre in the land simultaneously during any one week? It seems to us that Launceston will bear watching.

A PAGE OF PEPPY PARAMOUNT PERSONALITIES

PLAYING GRAND ROLE IN BLUE RIBBON CONTEST



One of Paramount's most popular Legionnaires is William R. "Bill" Hoggan, general sales manager of the Blue Ribbon territory of Australia, New Zealand and the East Indian sector of the Far East. He's a rugged, two-fisted fighter, internationally admired as a result of a trip he once made to the United States, and in the current Loyalty Contest being staged to honor Managing Director John W. Hicks, Jr., he is playing a big and inspiring part. He is chairman of the contest, and in this capacity he is displaying a leadership and

BOOSTED 'UNDERWORLD'



Jerome Lachenbruch

We are happy to introduce Jerome Lachenbruch, Paramount's Director of Publicity and Advertising in Germany, and to use this occasion to compliment him upon the truly wonderful publicity and advertising campaign that he staged for "Underworld." The picture was a terrific success in Berlin, and no small measure of this success was due to Jerome Lachenbruch's shrewd showmanship abilities. The film will not be generally released through Germany until later in the year; but in the meantime, Lachenbruch is deluging every exhibitor in Germany with the wonderful Berlin criticisms of the picture.

CHARLES BALLANCE CONTINUES THE GOOD WORK IN INDIA

Mr. Shauer is in receipt of some excellent samples of publicity and advertising as used by the theatres of India, Ceylon and Burma. Included in the line-up is some effective printing of programmes on silk, this being a favorite form of advertising in those parts.

Despite the circumstances of the local presentation and exhibition ideas, Charles Ballance, and his sturdy co-worker Bill Clark, continue to achieve particularly fine results in the pioneering campaign which they are waging on the opposite side of the globe.

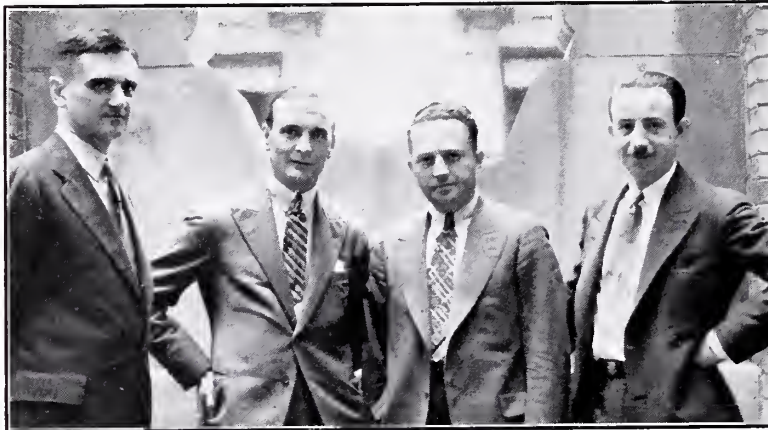
THE MAN WHO SOUNDED "WINGS" IN LONDON

In our Paramount organization in Great Britain there is a sterling worker who renders consistent valiant service, but whose modesty is such that we have not even a photograph of him in our files. That man is Major Charles Bell, O.B.E., and it was he who worked out the masterful details of the sound effects which contributed in such wonderful measure to the unprecedented success of "Wings" at the Carlton Theatre, London. We hereby pay full and unreserved tribute to him for his work; and we express the hope that a friend of Major Bell's, reading these lines, will be moved to send us the missing photograph for our files.

inspiring a determination which must result in 1928 being the banner of all years for Division Two.



MELVILLE A. SHAUER (at right) at the French Studio in Paris where "La Marche Nuptiale" is being made for release in France by Paramount. Others in the group are Adolphe Osso, Louise Lagrange (star of the picture), the Director, and Jesse L. Lasky, vice president of Paramount.



LIVERPOOL PARAMOUNTEER IN NEW YORK

A few weeks ago the Home Office of Paramount was pleased to have a visit from Joe Gillick, Zone One salesman of the Liverpool (England) Paramount Exchange. He crossed the Atlantic on a flying mission of business and, while in New York met all of the important Paramount executives and saw all of the important Paramount sights. He has been four

years with Paramount—four mighty useful years. Above is a photograph taken on the roof of the Paramount Theatre. Mr. Gillick is with Mr. Seidelman in the centre of the group. On the left is O. R. Geyer, director of foreign publicity and advertising. On the right is Herman Lorber, who for some time was attached to the English organization for special duties.



Temos o subido prazer de estampar, da esquerda para a direita, os retratos dos nossos amigos Srs. Amadeu Vuolo, Adhemar L. César, Evaristo Jacómasso e Luiz

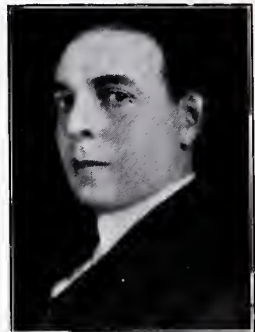
Spinelli, exibidores e distribuidores dos films da Paramount na zona brasileira do Noroeste, que se vêm aqui em companhia do gerente da Paramount em Botucatu.

LESLIE BROWN APPOINTED TASMANIAN MANAGER

John W. Hicks, Jr., Managing Director of Australia and adjacent territories, announces the appointment of Leslie R. Brown as manager of the Launceston (Tasmania) exchange of Paramount. Brown's sphere of activity is thus transferred from New South Wales, where he has been salesman in the Sydney exchange for three years, to the state of Tasmania. His success as a salesman is best exemplified by his promotion to managership.

BUILT "CHANG" RECORD

Montague Goldman, general sales manager of the Paramount organization of Great Britain and the Irish Free State, is to be complimented for the truly wonderful sales record his



boys established with the distribution and exhibition of Paramount's jungle melodrama, "Chang." This picture has played and replayed practically every cinema in England, and the fact of the matter is that the picture has been sold so solidly and splendidly that it will probably be an annual or semi-annual institution at every theatre where it has already been screened. Messrs. Cooper and Shoedsack, returning from the jungle recently with the film negative of another epic, paid just and merited tribute to the sales distribution and the publicity of "Chang" in Great Britain and Ireland.

FACTORS IN AUSTRALIAN SUCCESS OF "WINGS"

In summing up the success of Paramount's air epic, "Wings," in Australia, a goodly share of credit must be given to the following four Paramounteers: John E. Kennebeck, who was chairman of the Sales Promotion Cabinet in charge of all activities; Mel G. Lawton, whose exploitation tieups and bulletins will have an enduring effect for good; Hermann E. Flynn, whose advertising in the press and in the trade papers was compelling to the highest degree; and Otto Doepel, who utilized the printed word and the glowing adjective to the fullest limits of publicity purposes.

A Quartette of Cooperating Paramounteers whose combined efforts merge into one of the greatest film triumphs in Australian history.

"WINGS" IN PORTO RICO

Congratulations to James P. Donohoe for a truly inspiring campaign on "Wings" at the Rialto Theatre in San Juan and the Olimpio in Santurce. Both Porto Rican theatres smashed records with Paramount's air epic.

WHAT CARL P. YORK SAID ABOUT PARAMOUNT'S 1928-29 PRODUCT TO MR. SEIDELMAN

"I want to thank you for the Paramount announcements of product for the coming season. The book is beautifully gotten up and I wish to extend compliments to whoever was responsible for its creation. The contents of this wonderful book of knowledge were also most interesting and the entire Scandinavia organization, having carefully studied the product, is convinced that we are heading for the greatest year we have ever had.

STELLAR PERSONALITIES OF PARAMOUNT INSPIRE GASTRONOMICAL NOMENCLATURE

That's a swell heading to advise you of the fact that at the Paramount banquet in Berlin on June 9th last, several of the food and drink items were named for Paramount stars. These items were 'Verschiedene Vorspeisen à la Menjou,' 'Oxtail à la Emil Jannings,' 'Steinbutt, Caviartunke à la Pola Negri,' 'Soufflé à la Harold Lloyd,' 'Mokka Clara Bow.'

FOREIGN SALES COMMENT BULLETIN NOW PRINTED

On the first of every month there is published in the Hollywood Studio a Foreign Sales Comment Bulletin, designed for the express purpose of acquainting production executives with the reactions to Paramount Pictures in the many countries in which the films are distributed.

For some considerable time this bulletin was issued in mimeographed form; but now, under the editorship of George N. Kates, the Foreign Department's representative in the studio, it is being published in a printed form. The first issue of the new series bears the date of July 1st.

Copies of this Foreign Sales Comment Bulletin are being distributed not only to production executives, but to Home Office distribution executives, and to all of the Paramount offices throughout the world.

PUBLICITY NUMBER OF "PARAMOUNT PUNCH"

The printed emblem of the spirit of the Blue Ribbon Bunch—Paramount Punch—has been appearing in a succession of special issues, each dedicated to a particular phase of this business. Recently there appeared The Publicity and Advertising Number, and among those to receive credit were O. R. Geyer, director of the Foreign Department's publicity and advertising; Charles E. McCarthy, domestic department publicity manager; Arch Reeve, director of Paramount publicity at the Hollywood studio; and Harold Hurley, first assistant to Arch Reeve.



PARAMOUNT AT FOOTBALL, AS AT EVERYTHING

Two photographs have come to us from Carl P. York, Paramount's Viking leader, attesting to the prowess of Paramount at football in Sweden. These photographs, here reproduced, show the Paramount team lined up prior to playing Metro-Goldwyn-Mayer, and also the two teams in action. Paramount won this game by 5 goals to nil; and later won out against a Stockholm film laboratory by 13 goals to 1, as per the Swedish clipping which we have reprinted.

One of the Paramounteers—Lindquist—third from the left (standing) in the group, was selected to represent Sweden in the Olympic Games now being contested at Amsterdam. He is shown in the action picture, also, and is the one who is high in the air, heading the ball.

The Paramount team has a wonderful reputation in Stockholm and is engaged in playing the teams of the big industrial organizations in the city.

THE MARK EVERYBODY KNOWS



La marea de fábrica de la Paramount en un estratégico reed de camino de Valparaíso a Viña del Mar (Chile), uno de los más transitados de aquel país.

The Paramount Trade Mark displayed in a very prominent position on the road from Valparaíso to Vina del Mar (Chile), one of the most traveled highways in the country.

GREAT WORK FOR "RED HAIR" IN STOCKHOLM

Carl P. York, general manager of Paramount's activities in Scandinavia, has written to tell of the phenomenal success of the Clara Bow picture, "Red Hair" in Stockholm, despite the fact of it being summer time there. When he wrote (June 21), the picture was in its 8th week at the Olympia, and going in grand fashion. One of the best of the exploitation stunts was tried out, with marvelous results. Advertisements offer-

Paramount vann över Kinocentralen i fotboll på Östermalms idrottsplats med 13—1 på onsdagskvällen.

ed to let all red-haired women in free of all charges save that of the customary government tax. During the eight weeks, many thousands applied; but only four hundred were able to show that they have red hair. To the credit of the stunt, though, it should be said that all of the others gladly paid their way in to see the Paramount film.

SAM KATZ JUBILANT OVER "LOVES OF AN ACTRESS"

Pola Negri's "Loves of an Actress" having been synchronized with music score and sound effects, Sam Katz, President of Publix Theatres Corp., looked at it with other Publix officials and pronounced it one of the finest audience pictures Paramount has ever made. The following telegram tells the story on this and other matters:

Jesse Lasky—Hollywood, Calif.

We have just reviewed "Loves of Actress"—Score and effects make this picture in our opinion an outstanding attraction — Score undoubtedly finest any done yet — This picture will play every one of our theatres and I am sure also the theatres of all other exhibitors—Some of our boys think Pola Negri is now Sarah Bernhardt with sound—Listened through complete piano score for "The Patriot" and can promise you some startling news when that is finished — Ran off "Wings" the other night and synchronization of "Wings" is beyond any words we can use—It is thousand times greater than it ever seemed like with an orchestra and effects—This is really no exaggeration.—Kindest regards.

SAM KATZ

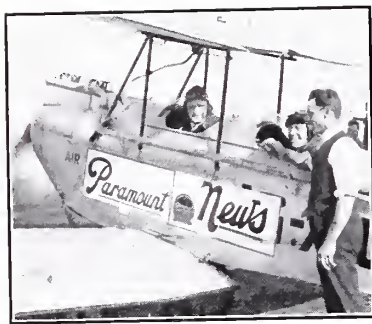
"LOVES OF AN ACTRESS" IS TRULY A MAGNIFICENT PARAMOUNT PICTURE.

"WINGS" — 20 WEEKS AT THE CARLTON, LONDON — and still going strong when the last advices reached us!

Paramount News Mirrors World Events



OUT—AND UP! Remarkable shot of an Italian Dornier-Wahl sea plane, the Marina II, leaving the water at Pisa, Italy, en route to Spitzbergen to join in the hunt for the lost fliers in the Arctic. This print was made directly from Paramount News negative, and the clearness of its enlarged form is a tribute to this type of news photography as adapted for press work.



Paramount News 'plane setting off from Sydney to greet the trans-Pacific plane, "Southern Cross" over the ocean. This was one of Paramount's services for placing films of the airmen on Sydney screens within two hours of the aeroplane's touching land. In the front of the 'plane is Paramount cameraman Bud Cremer. In the foreground, supervising the last arrangements, is Advertising Manager Hermann Flynn. Along the fuselage of the machine are two of the most popular words in the world, and an emblem known to hundreds of millions of film fans.

JOHN W. HICKS FEATURED IN NEWSPAPER NEWS-REEL STORY

The Sunday News of Sydney, Australia, devoted a full column to the story of Paramount's newsreel scoop on the arrival of the trans-Pacific fliers. In this story, John W. Hicks, Jr., outlined the full details of the manner in which the negative would be sent to America and there given world distribution via Paramount News. The story, with a cut of Mr. Hicks, appeared on the main news page.

PARAMOUNT NEWS ISSUED OREGON SPECIAL

Paramount News made up a special picture story on ex-President Obregon who was assassinated on July 16th near Mexico City.

Paramount News editors received the first flash of the murder at 7 P. M. and by 10 P. M. had made up the special and several hundred prints were on the way to Paramount exchanges in U. S. A. and abroad. The picture story showed the late Mexican ex-president in several periods of his career.

Daily—Internationally—Successfully, Paramount News serves the entire world in its destined way and with its forecasted success. Its eyes are always on the spot where news is breaking, or will break, guided there by that uncanny sixth sense so vital and invaluable where the gathering and purveying of news is concerned. In a manner of speaking, there are no risks in the business of gathering newsfilm, nor is there any such thing as distance: inconvenience also does not exist, and the word 'hardship' is not to be found in the dictionary. For the truth of the matter is that all of these things are in the line of duty of the Paramount News cameraman.

It is with thoughts such as these, inspired by the consistent and praiseworthy achievements of Emanuel Cohen's Paramount News organization in all parts of the world, that we present on this page a few highlights of recent Paramount News exploits.

PARAMOUNT NEWS FILMS CHINA UPRISING. CAMERAMAN GETS A LIFEFUL OF THRILLS

For perhaps the first time in military or film history, a moving picture camera was used as a machine gun when W. A. Jansen, a Paramount Newstaff man, attempting to break through the lines to Peking was trapped outside of Tientsin by coolie soldiers.

Not caring to take any chances with an irregular body of semi-bandits, Jansen slipped down into a nearby ditch when he saw them attempting to cut him off from the camp. At the same time, thinking fast, he pulled the legs of his tripod apart until his Akeley was only machine gun high and slipped his long twelve inch lens into position on the front of his camera. Evidently the Chinese soldiers had learned something about machine guns because Jansen's bluff was never questioned.

Such was only one of many hazardous experiences encountered by Jansen in his recent race across China to reach Peking ahead of the Nationalist Army so that he might be present at the Sacred City's capture and evacuation. It took him four different attempts and about three thousand miles of traveling across a country violently hostile to strangers for Jansen to reach

his goal. But how well he succeeded was well demonstrated by his remarkable pictures of the attack on Tientsin that preceded the fall of Peking and his other astonishing pictures of the campaign in China that have recently been released by Paramount News.

Two months ago, while located in Shanghai, Jansen received his orders to move as fast as possible north to the battle front and he prepared to cover Peking if it fell. On applying to the consulate for papers he was informed that not only would he not be supplied with passes to enter the war district but that all foreigners were at that time being evacuated.

Jansen's first attempt to reach Peking by railway failed. In most places he found the railroad had broken down entirely. Where it did run for a few miles the spirit of the affair seemed to be that of providing a moving target for ar-

tillery practice rather than for any transportation purpose. He did manage to get as far as Nanking, however, and had the honor of being the first foreigner to venture there since the outrages of 1927. It was there, also, that he secured his striking pictures of the tomb of Dr. Sun Yat-Sen.

His next attempt was to work his way north along the shore. For this attempt he organized a small expedition, taking a tent, a pack mule to carry his food and cameras, a horse to ride, a cook, several gallons of disinfectant and an interpreter. He also made sure that he had been properly vaccinated for small-pox, for typhus, for dysentery, for trachoma, and that he had a good supply of medicines for the few hundred other diseases common to China for which there are no vaccines.

Despairing of reaching Peking overland, Jansen next sailed for Japan and from there sailed for the Japanese mandate of Tsingtsao.

The rest of the trip through to Peking succeeded more through luck than planning. Jansen traveled with first one force and then another. As a moving picture man, he was at times received with flattering attention and at other times chased by sentries. Playing politics to a certain extent, at times making pictures in return for a pass or a meal, and at other times having half an army turned out and placed at his service, Jansen steadily continued to advance. Taking a couple of long chances a day, he at last worked his way up through the entire province. And in the end he came through, not only ahead of the Nationalist Army, but in plenty of time to cover the capture of Tientsin that preceded the actual fall of Peking.

PARAMOUNT NEWS SCOOPED AUSTRALIA WITH ARRIVAL OF TRANS-PACIFIC FLIERS

Local application of the high-powered Paramount News standards which have prevailed around the world for the past twelve months, secured for Australia the priceless newsreel scoop of the arrival of the Australian-American aeroplane, "Southern Cross," piloted by Captain Kingsford-Smith, and carrying Messrs. Ulm, Lyon and Warner as crew.

With the entire newsreel campaign directed by Managing Director John W. Hicks, Jr., and actively managed by John E. Kennebeck, Charles E. Gatward and Hermann Flynn, every phase of the arrival was covered. In Brisbane, where the first landing was made, two 'planes covered the event and then sped south to Sydney, landing in pitch darkness. That same night the film was on Sydney screens, and the morning press carried photographs made from Paramount News negative enlargements. Two days later the "Southern Cross" arrived in Sydney, to be greeted by a crowd of quarter of a million. Six cameramen covered this event, and by mid-afternoon the Paramount News negative was en route to all other states by 'plane. All of these arrangements provided a Paramount News 'scoop' for Australia.

Another Paramount News 'scoop' was effected when the "Southern Cross" reached Suva. This capital of the Fiji Islands has only one cameraman, who contracted with Paramount to place negative of the 'plane's arrival on the American-bound steamer two days after the event. This film reached New York three weeks later, and was the only film showing this epochal event of the first aeroplane ever seen in the Fiji Islands.

So in every way, due to Emanuel Cohen's world girdling organization, and to the efficiency of the Australian newsreel organization, the arrival of the "Southern Cross" was a superlative example of a Paramount News 'scoop.'

PARAMOUNT NEWS PHOTO SERVICE INTRODUCED IN AUSTRALIA

With the arrival of the trans-Pacific aeroplane "Southern Cross" in Australia, Paramount News in Sydney introduced the service of supplying hundreds of newspapers with stills made from the actual film negative. These stills carried captions and the customary request for credit wherever used. This service was introduced by publicity Manager Otto Doepel of the Sydney Head Office and will now be a regular feature on all major Paramount News Items.

PARAMOUNT SHORT FEATURES ARE PART OF THE WHOLE SHOW

The first full year of the release of Paramount Short Features has sped by, and these short features now remain solidly entrenched as an integral part of Paramount's Whole Show. Every day and in every way, these one- and two-reelers keep pace with the ever advancing standard of the longer features; and he cannot call himself a real Paramounteer who does not give of his efforts on behalf of the Paramount Short Features in a degree compatible with his efforts for the major Paramount Features.

AL CHRISTIE STATES POLICY FOR SOUND COMEDIES

Al Christie, who is making preparations for the building of stages for sound equipment, and who has announced that all new season Paramount Christie comedies will be synchronized, is planning the stories for his four series of comedies which will carry sound effects, music and talking sequences.

"We expect to use sound in some form in every feature made for the new releasing season. In some of the comedies, sound effects and dialogue will be used in parts of the picture where most effective, and some of the comedies will carry sound all the way through, with the addition of music.

"Comedies have always stood for action," said Christie, "the one item which movie fans have been taught to crave the most; and bringing sound to the two-reel comedies, keeps action on the screen."

"All product made for sound accompaniment," stated Christie, "will also be presented in straight film for the regular trade which is not equipped to use sound effects and for the foreign market."

"To the exhibitors who do not play sound pictures, we wish to make it clear that there is no fear of the usual supply of comedies in their accustomed version falling short in quality with the advent of sound and effects. It is our intention to devote as much care and thought to the making of the product which plays without sound as we ever did. It would be foolhardy indeed to throw away the wonderful exhibitor confidence which has been illustrated this season by the thousands of theatres which have contracted for these pictures through Paramount. On the other hand, it will be our primary interest to make continued progress in the silent comedies, just as the addition of sound is a progressive move to serve the theatres which can make use of it."

THREE ENGLISH PRESS VIEWS ON "DOOMSDAY"

"A fine adaptation of Warwick Deeping's powerful story," said the London Daily Express. "First-class adaptation of Warwick Deeping's melodramatic novel," said the Sunday Express. "In a quiet reflective way 'Doomsday' is heaps ahead of many much-boomed pictures. It is an adaptation of a Warwick Deeping novel of English life. One wonders why more films of the sort are not made," said the London Star.

NANCY DOVER PROMOTED TO CHRISTIE LEADS

There's a new little dark-eyed beauty among the leading ladies at the Christie studios.

The newcomer is Nancy Dover. She made her first appearance in a Christie Comedy just a few months ago and now, with the growing activities of the comedy plant on the new season of releases for Paramount she has been moved up into a leading woman position and is playing opposite Bobby Vernon in a comedy called "The Sock Exchange."

The new lead made her first appearance at the Christie studios with a group of girls who were called to pose for pictures with California oranges. Miss Dover looked so good, it was not long before she began to receive regular calls to play in comedies. She will be one of the regular featured leads this coming season.

A SHORT SHORT STORY

To further the cause of Paramount's superlative Short Features there has been issued by Leon I. Bamberger's Sales Promotion Department a very effective red, blue, black and white fac-simile of a book. The title of this book is "A Short Short Story," and its substance and argument are the most successful contention that Paramount Short Features are the Gems of the Market. This booklet has been sent to every office.

HERE'S A NICE THOUGHT FOR CALM REFLECTION



Imagine waking up and finding—as our photographer insists one can find—Nancy Dover on the dressing table. Nancy is the Paramount-Christie leading lady about whom there is a story on this page; and we also add the information that Nancy bears a striking resemblance to a Home Office Paramount Legionnaire. Names will be mentioned, but when you see Nancy in a Christie Comedy you'll surely know.



CARTOON POPULARITY. An instance of how the popularity of Paramount stars manifests itself even in cartoons, is to be found in this comic strip from the Daily Telegraph of Sydney, Australia. Adolphe Menjou is the recipient of this Paramount publicity.

BACK FROM NEW YORK



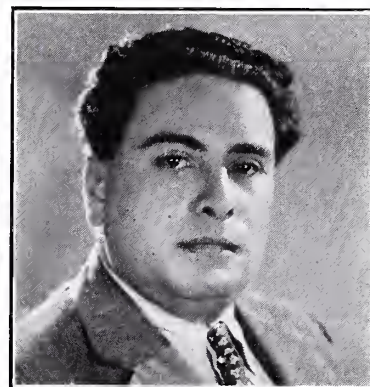
John L. Day, Jr., Paramount's general manager for South America, returns to his territory from the wonderful Conventions in Washington and Detroit, and is met at the Sao Paulo (Brazil) railway station by Tibor Rombauer (left), Paramount manager at Rio de Janeiro, and Bruno Cheli, manager at Sao Paulo.

BRAZILIAN PARAMOUNTEER HERE FOR THEATRE STUDY

João Quadros, renowned theatrical man of Brazil, and at present in charge of Paramount's Capitolio and Imperio Theatres, Rio de Janeiro, and the under-construction Paramount at Sao Paulo, arrived in New York on July 17th for an intensive course of study of the most modern motion picture theatre methods. Under the guidance of George Weltner, John Nathan

AN AUTOGRAPHED BASEBALL FROM RICHARD DIX

For those countries in which baseball is played there is offered a unique exploitation tie-up with Richard Dix's current baseball picture, "Warming Up." For the sum of two dollars, sent either in United States currency (obtainable at any big bank, or U. S. consulate), money order or bank draft, Richard Dix will forward a genuine autographed baseball. This ball can be put to excellent exploitation use, either for window displays, or as an exhibitor prize to patrons when running the picture. Remittances must be sent to Bill Wright, Publicity Department, Paramount Studio, Hollywood.



João Quadros

and others (for as yet Señor Quadros speaks no English), he will investigate every angle of the Publix Theatres routine of theatre management, and in the knowledge which he will take back to Brazil with him several weeks hence Paramount will undoubtedly benefit to a tremendous degree.

FOREIGN VERSION OF "THE STREET OF SIN" HAS HAPPY ENDING

You are requested to specifically note that the ending of the version of Emil Jannings picture, "The Street of Sin," which is being distributed to the Foreign Department, is a happy one. This is the original ending as made by Mauritz Stiller. (For the Domestic Department a new ending in which a machine gun battle with the police figured, brought about the death of Jannings. This was deemed unsuitable for the Foreign Department because of excessive gunplay.)

WICHTIGE PARAMOUNT NEUIGKEITEN DER LETZTEN WOCHEN.

Eine spezielle Bekanntmachung in Bezug auf Tonfilme befindet sich in einem anderen Teil dieser Ausgabe. Diese Ankündigung ist von ausserordentlicher Wichtigkeit, da der Tonfilm den grössten Umschwung, welcher in den letzten zehn Jahren im Film vor sich gegangen ist, darstellt.

Wir haben uns zu der uns übersandten Speisekarte des Parufamet Banketts sehr gefreut, und haben einige Tatsachen aus dieser Speisefolge in einen Artikel übertragen, welcher auf einer anderen Seite dieser Ausgabe zum Abdruck gelangte. Wir erfuhren, dass das Bankett gerade so erfolgreich war wie die Konvention selbst—und diese war, wie wir alle wissen—ein durchschlagender Erfolg!

Die deutschen Plakate für Paramount-Filme sind nach wie vor ausserordentlich anziehend. Aus einem Packet herrlicher Exemplare, welches wir kürzlich erhielten, wählten wir zur Reproduktion in dieser Ausgabe das Plakat von "Der letzte Befehl." Das Original hängt augenblicklich in der Auslandsabteilung der New Yorker Zentrale, woselbst es immer wieder grosse Bewunderung von Besuchern hervorruft.

Wir hoffen, dass uns noch mehr Photographien anderer deutscher Städte für die Serie zugehen werden, welche wir "Städte, nach welchen die Preise gehen können!" getauft haben. Die Veröffentlichung dieser Photos richtet sich nun ganz nach den Städten, welche sie einsenden, denn eine Anschaffung derselben hier ist mit grossen Kosten verbunden und ausserdem wurde es auch nicht so einfach sein, geeignete Bilder zu erhalten.

Paramounts Auslands-Abteilung welche sich direkt im Hollywooder Atelier befindet, funktioniert nun auch vorzüglich. Im vorigen Monat brachten wir einige Abbildungen von G. N. Kates Büros, und in diesem Monat zeigen wir Ihnen einige Bilder, welche genau angeben, wo sich diese Abteilung im Atelier befindet; nämlich direkt am Rande des Parks im Herzen des Ateliers.

Es ist uns eine grosse Freude, Ihnen in diesem Monat Einzelheiten über den fabelhaften Empfang der deutschen Flieger Köhl und von Hünefeld in ihrer Heimat zu berichten. Berlin war von diesen beiden Männern und ihrem Begleiter, Fitzmaurice, besonders begeistert, und es ist in der Tat sehr erfreulich, zu hören, dass die Flieger sich so aufrichtig über die Behandlung, welche ihnen in New York von der Paramount zuteil wurde, wie auch die Tatsache, dass sie die Gäste der Paramount Organisation bei einer Vorführung von "Wings" im Criterion Theatre waren, aussprachen.

In einem kürzlich gehaltenen Interview mit Clive Brook im Paramount Atelier in Hollywood, sprach der beliebte englische Schauspieler sehr gefühlvoll über die wunderbaren Tribute, welche ihm von Tausenden deutschen Filmfreunden zuteil wurden als Resultat seiner Filmarbeit in



A superb piece of German poster work for Emil Jannings' Paramount picture, "The Last Command."

"Stacheldraht." Laut dieser Tribute war seine Darstellung als deutscher Soldat in diesem Film so beliebt durch seine Sympathie, Zurückhaltung und seine aussergewöhnliche Aufrichtigkeit.

Wir sind uns alle darüber klar, dass die deutschen Legionnaire ein anstrengendes lebhaftes Aufgebot für die Quota in dem diesjährigen Kontest machen werden. Ihre Ausführungen, welche auf der Seite, die dem Stand der Filialen zugedacht ist, zu sehen sind, werden noch durch ziemlich optimistische Nachrichten von Herrn Bumenthal, Herrn Schaefer und anderen verstärkt, welche alle dafür sprechen, dass aufregende Resultate vor Jah-

resabschluss erwartet werden dürfen.

In dieser Ausgabe machen wir auch noch sehr wichtige Ankündigungen in Hinsicht auf nachgetragene Preise für den "1928 Bedeutendsten Jahres"! Kontest. Diese Preise sind von niemand anders als Emil Jannings, Adolphe Menjou, Clara Bow und verschiedenen anderen Paramount Stars ausgesetzt

worden. Ein jeder Preis geht einer bestimmten Person für eine bestimmte Verrichtung zu; und zwar ist diese Phase des Kontests so ausgeschrieben, dass ein jeder Einzelne in der Fremdenlegion eine Chance hat, einen dieser Preise zu gewinnen. Alle Einzelheiten hierüber werden Ihnen sicher in Ihrem lokalen Hausorgan übersetzt werden.

GERMAN-IRISH FLYING TEAM PRAISE "WINGS" AND PARAMOUNT TREATMENT ACCORDED THEM IN U.S.A.

The following represents a highly colorful interview which took place between Paramount officials in Berlin, and the members of the German-Irish flying team who gained the honor of being the first to span the North Atlantic Ocean from East to West.

The Hotel Kaiserhof in Berlin was besieged. The huge building, fronting on four streets, was surrounded with people waiting for a glimpse of the three famous flyers who made the trip from Europe to America. Captain Koehl, Major Fitzmaurice and Baron von Hünefeld, as guests of the German Government, have been hard put to it to retain a fragment of privacy.

The poor flyers themselves said that their flight over the ocean was a bagatelle compared with the ordeal which they had to undergo after their fortunate landing in America and upon their return to Germany.

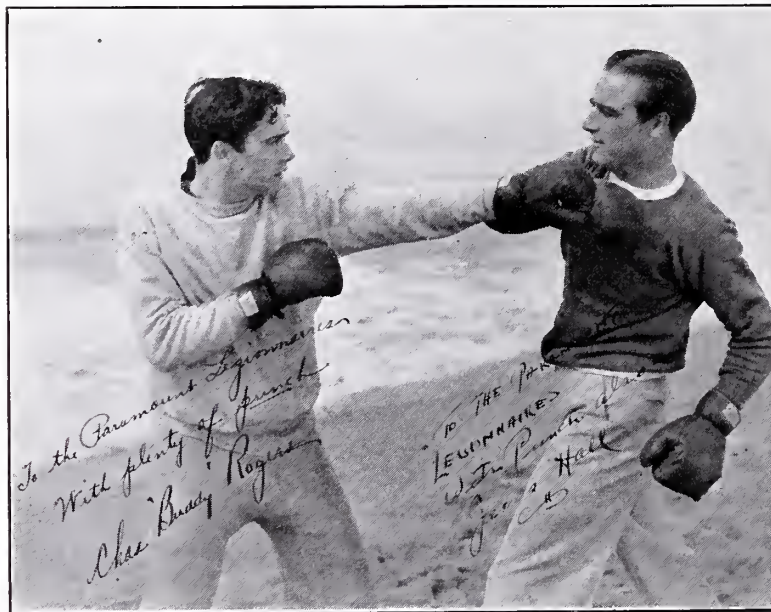
Armed, however, with cards of introduction, we finally managed to enter the hotel and pressed our way to Baron von Hünefeld. He received us sooner than we had expected. Sunburnt, slender and of athletic appearance, Hünefeld

does not show the effect of the celebrations at which he and his companions have been the guests of honour. As soon as he heard we came from Paramount he immediately referred to the Paramount News reel men on Greenley Islands: "I shall never forget that the first persons who came to us on that distant and practically uninhabited island were representatives and photographers of the Paramount Weekly, who offered us their assistance and support in so self-sacrificing a manner. The photographers were just as happy as we, for they were proud of the fact that they were the first to be able to photograph us so that the rest of the world might see."

Baron von Hünefeld then told of the preparation of the BREMEN for the flight to New York. "After that," continued Hünefeld, "came the indescribable reception in New York. I had never before believed the reports in the newspapers about the reception of Lindbergh. It was impossible for me to imagine that any scientific and sporting achievement could have created such enthusiasm among millions of people. But everything that I had heard was surpassed by the experience of my comrades, Koehl and Fitzmaurice, and myself. Language is too poor to describe the unforgettable impression which we received and which will remain with us.

"After the innumerable official honors in which we were compelled to participate, it was the Paramount Famous Lasky Corporation again which invited us to an exceptional reception. We were taken to the Criterion Theatre on Broadway to view the spectacular film, "Wings," which had been finished some months before and had been creating a tremendous sensation in New York. "Wings" was a great experience to us. My personal opinion is that a picture like "Wings" is the most profound and at the same time most moving memorial imaginable to the heroism of the pilots of all nations, and that such a film is the best means of stimulating international harmony and understanding. I should like to say to all my comrades, to all men who took part in the great struggle of nations, that a work like "Wings" is more effective peace propaganda than the conference room discussions of politicians."

The poor flyers, a prey to the public demand for heroworship, are longing for the activities of private life: The demands of fame are too strenuous for these hard working gentlemen.



ADDING PUNCH TO THE 1928 CONTEST. These are genuine messages to Paramount's Foreign Legion from two promising young Paramounters. Charles Rogers, our new star, says: "To the Paramount Legionnaires with plenty of punch." And James Hall adds to this by saying: "To the Paramount Legionnaires with punch, also." The endorsements to our 1928 "Greatest Year!" Contest were secured during the recent Convention, while the delegates were in Hollywood.

CLARA BOW ET D'AUTRES VEDETTES PARAMOUNT OFFRENT DES PRIX PERSONNELS

Un nouvel élément vient s'ajouter à la liste des prix de la fameuse année 1928. En plus des prix merveilleux offerts par la direction de l'organisation Paramount, les vedettes de cette même organisation ont contribué volontairement des cadeaux fort bien choisis, destinés aux Paramountiers les plus heureux dans les divisions gagnantes. Ces prix sont illustrés par ailleurs et nous sommes certains que ce sera là une excellente initiative pour un effort renouvelé à ce concours.

En attendant, nous avons répété les détails des prix de l'organisation Paramount et nous espérons que ce sera un Paramountier de la division française qui emportera le prix du voyage de Hollywood.

Parmi d'autres faits divers dans cette brochure, il est intéressant de noter que la plus luxueuse de toutes les automobiles de Hollywood est une voiture française — une Delage, appartenant à Victor Schertzinger, l'homme qui dirigea 'The Showdown' pour Paramount et qui depuis a créé 'Forgotten Faces' (Visages Oubliés).

Nous illustrons également dans cette brochure la signature du contrat Paramount par Maurice Chevalier, le roi des vedettes françaises en Opéra Comique. D'ici quelques mois, Chevalier traversera l'Atlantique et apparaîtra dans les films Paramount faits de façon à permettre à tous de saisir le sens artistique de ce grand acteur dont jusqu'ici, les efforts ont été réduits à l'entretien de ceux qui pouvaient aller soit à Paris soit à Londres, afin de le voir et de l'entendre.

Nous profitons de cette occasion pour féliciter le directeur du Théâtre Colisée Paramount à Bruxelles, pour les excellentes affiches faites pour le film d'Adolphe Menjou 'Evening Clothes.' (Un Homme en Habit). Ce Paramountier exprima de façon excellente le bienfait de l'exploitation.

Dans cette brochure l'on trouvera bien des choses écrites au sujet de films par sons et dialogues. Il n'y a aucun doute que tout ceci vous sera expliqué en temps et lieu. Mais en attendant il est recommandable que vous ajustiez que vous prépariez votre esprit à ce nouvel et meilleur ordre de choses dans l'industrie du film.

Nous sommes plus qu'heureux d'être en mesure de reproduire des preuves additionnelles du bel esprit de coopération existant entre l'organisation parisienne et le fameux journal 'Le Petit Parisien.' Cette évidence se trouve sous la forme d'une histoire de première page, accordée à Paramount par ce journal à l'occasion d'une course récente d'automobiles d'importance nationale. Nous découvrons dans cet excellent travail la plume de Messieurs Darbon, Hervouin et d'autres membres du personnel d'exploitation de l'enthousiaste organisation française.

Dans les séries des 'Villes où les prix peuvent aller,' nous espérons beaucoup recevoir accueil enthousiaste des Paramountiers de France et de Belgique. Voyez-vous, après avoir commencé les séries de cette façon c'est maintenant au tour des

divers divisions de se faire représenter. Continuer l'achat de ces photographies à New York est bien trop cher. En outre nous tenons à avoir une preuve tangible que les cités elles-mêmes tiennent à gagner les prix.

Nous vous disions le mois passé combien Adolphe Menjou fut reconnaissant de la réception merveilleuse qui lui fut accordée à Paris par les Paramountiers de cette ville. Actuellement, durant ces dernières semaines, nous avons entendu nombre d'éloges des Paramountiers français, louanges chantées par Mr. Jesse L. Lasky.

Parmi d'autres encore qui nous firent leur rapport de l'excellent traitement qui leur fut accordé se trouve Merian C. Cooper et Ernest B. Shoedsack, les créateurs de 'Chang' qui viennent de retourner de la jungle avec les négatifs d'un autre film épique. Nous reproduisons par ailleurs dans ce numéro une photo de Shoedsack à Paris, avec la nouvelle et fort attrayante poupée française 'Bimbo.'

MELVILLE A. SHAUER REPORTS SUCCESS OF "BEAUCAIRE" REVIVAL

In Paris, at the height of one of the hottest summers on record, "Monsieur Beaucaire" was revived at the Paramount Theatre. In telling of the season of this five-year old Valentino picture, Melville A. Shauer, in charge of Paramount's European theatres, said that the revival was a most successful one. Additional credit was given to the superb prologue staged by Francis Mangan. In a later portion of his letter, Mr. Shauer said: "Monsieur Beaucaire" has played everywhere in France, not only once but many repeat engagements.



A very effective linking between Paramount and the celebrated Paris newspaper, "Le Petit Parisien." Both of the signs depicted above grace the track at which one of France's most famous automobile races ends just outside Paris. We note the efforts of Paramount's renowned publicity and exploitation department in this commendable work.

"EVENING CLOTHES" WELL EXPLOITED IN BRUSSELS



Reproduced here is one of a series of displays made by the manager of the Coliseum Theatre, Brussels, to exploit Adolphe Menjou's Paramount picture, "Evening

Clothes" ("Un Homme en Habit") during its season there. In this particular display is a cravat which was selected for its tastefulness by Menjou himself during his recent visit to France. There were several other displays of a like nature, and one special display which listed the pick of the forthcoming attractions to be seen at Paramount's Coliseum Theatre.

D'ARRAST SIGNS NEW PARAMOUNT CONTRACT

H. D'Abbadie D'Arrast, Paramount director, has just signed a new contract. "The Magnificent Flirt," with Florence Vidor, was D'Arrast's most recent directorial assignment. He will probably handle Adolphe Menjou's next Paramount production.

FILMS PARAMOUNT AVEC SON

Le mois passé nous avons annoncé d'une façon préliminaire la synchronisation du son avec l'action dans les films Paramount. Ce

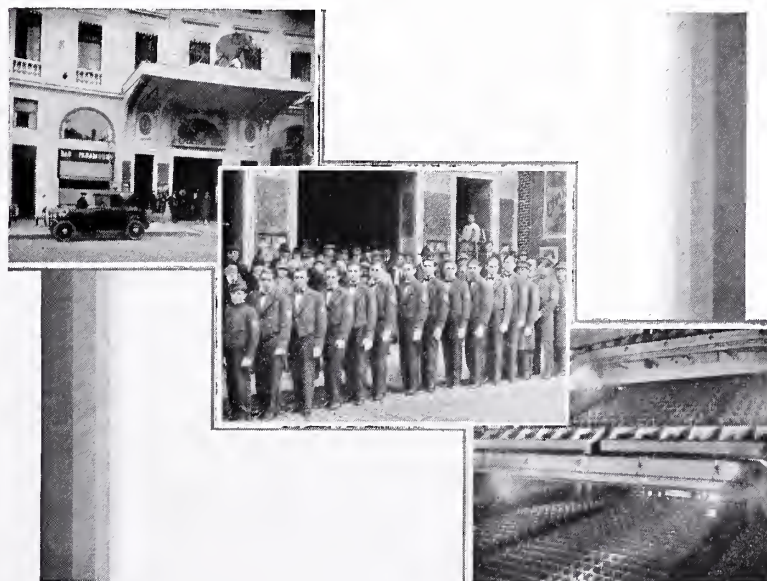
mois nous allons toucher ce sujet d'une façon plus profonde en donnant le texte de l'avis Paramount concernant le merveilleux, effort en avant, et en illustrant et mentionnant quelques unes des présentations qui seront pourvues de cette synchronisation du son.

Vous devriez tous reconnaître que cet avancement est peut-être le plus grand pas en avant qui a jamais été fait par notre compagnie et qu'en le faisant nous ne révolutionnons non seulement toutes nos affaires mais que ce travail de pionnier nous amène nombre d'obstacles.

Nous demandons votre appui moral et physique pour nous aider à surmonter ces barrières. Nous demandons votre tolérance et patience à notre égard dans la solution de nos problèmes. Mais pardessus tout nous ne demandons qu'une chose: c'est que vous mettiez à la place de ce Paramount et que vous compreniez que bien que les plans n'ont pas été rendus publics dans toute la confusion des annonces faites par nos concurrents, nous sommes en possession complète des plans, du personnel et de la patente nous permettant de maintenir notre régie dans l'industrie du film.

Pensez souvent et sérieusement à ce nouveau genre de film. Habituez votre esprit au sujet des films par sons, de façon que lorsque vous les recevrez actuellement, vous comprendrez entièrement, les films et l'énorme puissance que vous possédez.

NEW PARAMOUNT THEATRE AT TOULOUSE, FRANCE



These three glimpses will convey some impression of the highly successful Paramount Theatre which opened recently at Toulouse, France. General Manager Adolphe Osso has been highly enthusiastic over this house and predicts a continued wave of success for it. The opening attraction was the ever-blooming jungle-drama, "Chang."

LOS PREMIOS PERSONALES DE LAS ESTRELLAS DE LA PARAMOUNT... Y OTRAS NOTICIAS DE INTERÉS.

Una de las noticias más interesantes de este número, aparte de la posición en el Concurso, es el anuncio de los premios especiales que las estrellas de la Paramount regalarán a algunos de los vencedores en las divisiones triunfantes. Los premios procederán directamente de las estrellas y cada uno de ellos irá acompañado de un mensaje personal y un retrato firmado por la propia estrella. La naturaleza de los premios se describe en las páginas doce y trece.

Como muchos habrán ya comprendido, está al alcance de cada paramountista, en las diversas oficinas del mundo entero, el ganarse uno de estos premios, así como todo el mundo puede participar de los magníficos premios especiales que la organización Paramount ofrece.

Parece justificado el profetizar que España y Portugal, ganadores, el año pasado, de unos de los grandes premios, no dejarán que la oportunidad de volver a ganar uno de ellos se les escape de las manos, sin entablar una lucha tenaz y vigorosa para obtenerlo. Además, España y Portugal ocupan ya un lugar prominente en el Concurso, aun cuando no deben olvidar que ningún lugar está asegurado hasta que el Concurso haya terminado, y que por muy arriba que estén siempre les acosarán otras divisiones ansiosas de adelantarseles.

Y, a propósito de adelantos... Dirijamos una mirada a Argentina, Uruguay y Paraguay. Cada año se hace más difícil cortarles el camino a "Los Gauchos" una vez que se han puesto en marcha. Este año, Fred Lange, gerente general, ha hablado poco, pero lo poco que ha dicho ha sido hablado con su característico vigor y precisión. Y al parecer todos sus pronósticos van resultando ciertos.

Como noticia de información especial para los paramountistas tenemos la de que la primera película Paramount, con sonido y diálogo, "Warming Up," con Richard Dix, se estrenó en el Paramount de Nueva York el 14 de Julio, obteniendo un éxito extraordinario. Este número contiene una buena cantidad de noticias respecto a las películas Paramount con sonido y los que no puedan entender estas noticias, escritas en inglés, pueden tener la seguridad de que las más importantes aparecerán traducidas próximamente.

THIRD OF SERIES OF "PARAMOUNT GRÁFICO" APPEARS

Following on the heels of "Beau Sabreur" and "The Last Command," there has been issued for Harold Lloyd's "Speedy" the third of a series of "Paramount Gráfico" broadsides. These are produced for Foreign Publicity Manager O. R. Geyer's department by J. Ventura Sureda, who is responsible for the Spanish issue, and Arthur Coelho, who edits the Portuguese. The object of the "Paramount Gráfico" is to acquaint exhibitors with the scenes, incidents and sellable box-office points of the Foreign Legion Specials.

Cooper y Shoedsack, la famosa pareja que hace pocos años nos trajo "Chang" de las selvas siamesas, la más famosa de las películas, llegó a Nueva York durante el mes de Julio con el negativo de una película todavía mejor, la cual se anunciará a su debido tiempo. Cooper y Shoedsack nos manifestaron haberse enterado del progreso de los concursos de este año y del año pasado, durante los doce meses que permanecieron en el corazón de la selva. Gracias a los números de "The Foreign Legion Pledge" y "Paramount Around the World," que se les enviaban junto con sus viveres, pudieron enterarse del progreso de las distintas divisiones. Ya sabían, por ejemplo, que el escritorio de Mr. Lasky está actualmente en la Argentina, que el de Mr. Kent está en España, y que ambas divisiones parecen estar en situación de volver a ganarse los premios este año.

Este mes hay unos cuantos participantes más en nuestra colección de "Ciudades adonde los premios del concurso pueden ir." Algunas son ciudades que ustedes conocen. Queremos publicar tantas ciudades como sea posible, antes de fin de año, y no hay duda que incluiremos en la serie toda ciudad a la cual recibamos una fotografía.

SPANISH EDITOR PRAISES "WINGS"

From commander to cabin-boy on board ship they have the impression that the picture "Wings" is stupendous, worthy of the effort, to satisfy the public of all countries, made by its producers.

My personal impression concerning this picture is that Paramount has united in it not only the exquisite art characteristic of all its great pictures, but also the drama which envelopes "Wings" and is profoundly emotional and all the scenic work which is complete, finished.

Perchè "Ali,, è un grande film.
 Perchè è un'opera di palpitante attualità.
 Perchè è basato sull'Aviazione—tema nuovo—trattato con Arte convincente.
 Perchè le scene della più tragica drammaticità sono rese con evidenza attraente.
 Perchè vi agiscono autentici "assi,, dell'Aviazione, veterani della Grande Guerra.
 Perchè è un film che consacra la grandezza meccanica.
 Perchè gli artisti vi hanno profuso tutto la loro anima.
 Perchè è un documento aeronautico di perfetta tecnicità.
 Perchè la "Paramount" ha voluto che fosse un gran film. E questa è la più sicura definizione.

Here's an excellent impression of how the live and enterprising manager of the Kammerlichtspiele at Goslar, in Central Germany, boosted Paramount's famous jungle melodrama, "Chang." Goslar is a thriving centre, with a population of 20,000 people, the majority of whom saw "Chang" at the Kammerlichtspiele.



I believe that pictures such as this cannot be made by companies which do not have, as Paramount does, artists of the merit of those who play in "Wings."

I remain at your disposition in Portsmouth, England.

S. BORQUEZ
 Editor of "El Mercurio"
 Corvette "General Baquedano"

BLUE RIBBON LOYALTY DRIVE BULLETINS

No avenue is being left unexplored by the Australian, New Zealand and Far Eastern Paramounteers to make the 1928 Loyalty Expression to their leader, John W. Hicks, Jr., a complete

success. One of their newest aids is a bulletin of twenty pages containing the fullest and most specific information on the Paramount Foreign Legion Specials—"Wings," "The Last Command" and others. This was issued by Sales Promotion Manager John Kennebeck to equip every manager, salesman, booker and ad salesman with the most comprehensive knowledge.

10 COMMANDMENTS

We congratulate the Italian Legionnaires on the compilation of an additional valuable decalogue, which we reprint from the June 24th issue of their ever alert organ, "Paramount":

IL DECALOGO PUBBLICITARIO

1°) Non esiste industria e commercio che possa fare a meno della pubblicità. Per la Cinematografia è questione di vita.

2°) La pubblicità più che costare danaro, deve costare genialità.

3°) Una pubblicità ben fatta non è una spesa, ma un guadagno.

4°) La pubblicità deve interessare; e quindi bisogna renderla varia, accessibile, intelligibile, inaspettata, elegante, seria.

5°) L'unico mezzo per ridurre le spese pubblicitarie sta nel migliorarne la qualità.

6°) Bisogna sempre tener presente che il pubblico domanda continuamente qualche cosa di nuovo.

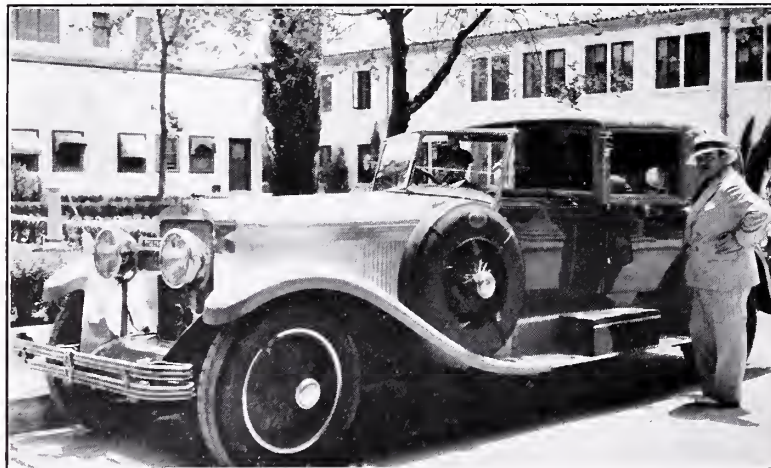
7°) La migliore organizzazione pubblicitaria è quella che è meglio informata.

8°) Lo scopo della pubblicità è uno solo: l'affermazione e il successo della propria produzione.

9°) Finanziariamente; un prodotto si valorizza a seconda del modo come è lanciato.

10°) Se la pubblicità non rende è perchè è stata mal fatta.

FRENCH CAR IS HOLLYWOOD'S FINEST AUTO



In Hollywood, which has the reputation of having more high grade cars per capita than any other city in the world, the finest of all automobiles is the French Delage, owned by Victor Schertzinger, famed director now working under a long term Paramount contract. Schertzinger was responsible for the direction of "The Showdown," and the recently completed ace of father-love dramas, "Forgotten Faces."

List of Paramount Offices Around the World (AUGUST 1st, 1928)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, Federated Malay States, Siam)

John W. Hicks, Jr.,
Managing Director
William R. Hoggan,
General Sales Manager
William Hurworth
C. E. Henderson
(District Managers)

Cables: PARAMOUNT
FAMOUS LASKY FILM SERVICE, Ltd.
Reservoir Street, G. P. O. Box 2617,
Sydney, AUSTRALIA
(H.O. for Above-mentioned territories)
Fred Gawler, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
254 Little Lonsdale St.,
Melbourne, AUSTRALIA
R. B. Kelly, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Adelaide Street,
Brisbane, AUSTRALIA
Alfred Carmichael, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
239 William Street
Perth, AUSTRALIA
C. H. Sherman, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
37-A Rundle Street,
Adelaide, AUSTRALIA
Cleave J. Shepherd, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
St. John Street,
Launceston, Tasmania, AUSTRALIA
Leslie R. Brown, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.
Cuba and Dixon Streets
Wellington, NEW ZEALAND
Stanley H. Craig, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.
129-131 Albert Street
Auckland, NEW ZEALAND
W. E. Kirby, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
J. A. Groves, Gen. Mgr. for
Far East
Gand Pool, Weltevreden
JAVA, Dutch East Indies
J. A. Groves, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Boomstraat 16, Soerabaja
JAVA, Dutch East Indies
Austin Levy, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
62-1 and 62-5 Orchard Road
Singapore,
STRAITS SETTLEMENTS
Tom Kemard, Branch Mgr.

CUBA

(Cuba, Porto Rico, Dominican Republic, West Indies)

Cables: PARAMOUNT
PARAMOUNT FILMS OF CUBA, S. A.
Estrada Palma 112
Havana, CUBA
A. L. Franchet, Branch Mgr.
PARAMOUNT FILMS OF CUBA, S. A.
31 Baja Lacrat
Santiago de Cuba, CUBA
PARAMOUNT FILMS OF PORTO RICO
Apartado 653, Tanca 10 1/2
San Juan, PORTO RICO
J. P. Donohue, Branch Mgr.

FRANCE

(France, Belgium, Switzerland, Holland, Egypt, Algeria, Tunis, Morocco)

Adolphe Osso,
Administrateur-Delegue
Henri Klarsfeld, Sales Manager
Cables: PARAMOUNT 86
M. Demol, Div. Mgr.
SOCIETE ANONYME FRANCAISE DES FILMS PARAMOUNT
63 Avenue des Champs Elysees
Paris, FRANCE
(Home Office for Above Territories)
SOCIETE ANONYME FRANCAISE DES FILMS PARAMOUNT
69 rue Fessart
Paris, FRANCE
Henri Beauvais, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
32 rue du Vieux-Marche-aux-Vins
Strasbourg, FRANCE
Georges Lendi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
68 rue du Faubourg St. Jean
Nancy, FRANCE
Marcel Briand, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
15, rue Alexandre Duval
Rennes, FRANCE
Henry Dessort, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, rue d'Amiens
Lille, FRANCE
Edouard Derop, Branch Mgr.
Pierre Lelong, Div. Mgr.
S. A. F. DES FILMS PARAMOUNT
26-a, rue de la Bibliotheque
Marseille, FRANCE
Honore Antonard, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
45, rue Feyronnet
Bordeaux, FRANCE
Marius Meitrier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
16, rue Stella
Lyon, FRANCE
Marcel Yot, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
17 bis rue Clavel
Algiers, ALGERIA
Emile Beltych, Branch Manager

PARAMOUNT FAMOUS LASKY CORPORATION

Foreign Division

EMIL E. SHAUER, General Manager, } Paramount Bldg., 1501 Broadway.
J. H. SEIDELMAN, Asst. Manager } New York, N. Y.
JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London)
MELVILLE A. SHAUER, Special Foreign Rep. (Headquarters—Paris)

S. A. F. DES FILMS PARAMOUNT
84, rue de Portugal
Tunis, AFRICA
Andre Valensi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
136, Boulevard de la Gare
Casablanca, MOROCCO
Georges Jauret, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
23, rue Towfik
Cairo, EGYPT
M. Hakim, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
31, Chaussee de Haecht
Brussels, BELGIUM
Emile Gourdon, Branch Mgr.
N. V. PARAMOUNT FILMS HOLLAND
399 Keizersgracht
Amsterdam, HOLLAND
G. Peereboom, Branch Mgr.
(Cables: PARAMOUNT)
ROBERT ROSENTHAL
35, Rheingasse
Basel, SWITZERLAND
(Cables: EOSFILM)

GERMANY and CENTRAL EUROPE

(Germany, Austria, Hungary, Poland, Czechoslovakia, Jugo-Slavia, Roumania, Baltic States, Finland)

I. Blumenthal,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILM VERTRIEB,
G. M. B. H.
Haus Am Tiergarten
Bellevuestrasse 11
Berlin W. 9, GERMANY
UFA-PARAMOUNT-METRO VERLEIH
BETRIEBE G. M. B. H. PARUFAMET
(Home Office for PARUFAMET)
Cables: PARUFAMET
Haus Am Tiergarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
PARUFAMET
Friedrichstrasse 22
Berlin S. W., GERMANY
G. Sallinger, Branch Mgr.
PARUFAMET
Esplanade 6
Hamburg, GERMANY
A. L. Wohlfahrt, Branch Manager
PARUFAMET
Graf Adolfstrasse 83-87
Dusseldorf, GERMANY
M. Seidemann, Branch Manager
PARUFAMET
Rossmarkt 15
Frankfurt a/M., GERMANY
R. Goldstau, Branch Manager
PARUFAMET
Martiensplatz 11/12
Muenchen, GERMANY
G. Behrmann, Branch Manager
PARUFAMET
Karlstrasse 1
Leipzig, GERMANY
Dr. A. Koenig, Branch Manager
PARUFAMET
Tautenzienstrasse 4
Breslau, GERMANY
S. Segall, Branch Manager
PARUFAMET
Hintere Vorstadt 8
Koenigsberg i. Pr., GERMANY
E. Tytkin, Branch Manager
GUS. J. SCHAEFFER
Gen. Sales Mgr. for Central Europe-Baltics (H'q'rs-Berlin)
E. J. LIPOW
Special Field Rep. for Poland and The Baltics (H'q'rs Warsaw)
Cables: PARAMOUNT
FANAMET FILMS G. m. b. h.
Neubaugasse 1
Wien VII, AUSTRIA
Max Wirtschafter, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T.
Rakoczi ut 59
Budapest VIII, HUNGARY
L. Foldes, Branch Manager
(Cables: PARAMOUNTFILM)
PARAMOUNT FILMOVA
SPOLECNOST s. r. o.
Spalena ul. 20
Prague II, CZECHO-SLOVAKIA
Jan Jech, Branch Manager
A. LICHTSCHHEINDL, Paramount Rep.
c/o R. Mosinger,
Iliza 55, Zagreb, JUGO SLAVIA
FANAMET FILMS BIURO WYNAJUM
sp. z ogr. odv. (PARAMOUNT)
Sienna 4
Warsaw, POLAND
A. Hamburger, Branch Mgr.
FANAMET FILMS (PARAMOUNT)
Kilinskiego 3
Lemberg, POLAND
L. Godduss, Branch Manager
FANAMET FILMS
Siuer Karle 18
Reval/Tallin, ESTONIA
(Shipping station)

FANAMET FILMS
Woldemarstrasse 36
Riga, LATVIA
Andris Kuzmin, Branch Mgr.
FANAMET FILMS
Laisves Al. 35
Kovno, LITHUANIA
(Shipping station)
GREAT BRITAIN and IRELAND

GREAT BRITAIN and IRELAND

(England, Scotland, Wales, Irish Free State)
John Cecil Graham,
Managing Director
Cables: PARAMOUNT
O. V. Traggardh, Asst. Mgr.
Montague Goldman, Sales Mgr.
(Headquarters—London)
Harold E. Walker, Dist. Mgr. at London, for London, Birmingham, Cardiff
Ben Simmons, Dist. Mgr. at Leeds, for Leeds, Liverpool, Manchester and Dublin
I. Collins, Dist. Mgr. at Newcastle for Newcastle, Glasgow.

FAMOUS LASKY FILM SERVICE, Ltd.
(Home Office)
168 Wardour Street
London W. 1, ENGLAND
Oswald H. Cohen, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
24 New Briggate
Leeds, ENGLAND
D. Gilpin, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
124 Dale Street
Liverpool, ENGLAND
H. D. Nisbet, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
12 John Bright Street
Birmingham, ENGLAND
John Corper, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Cromford Court
Manchester, ENGLAND
Louis Harle, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Parliament House, Bath Lane
Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Parliament House, II Pearse St.
Dublin, IRELAND
J. G. Bell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
16-18 Priory Street
Cardiff, WALES
E. Hancock, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
164 Buchanan Street
Glasgow, SCOTLAND
J. Hanson, Branch Mgr.

INDIA

(India, Burma, Ceylon)
Charles Ballance
William J. Clark
(Reps. for India, Burma, Ceylon)
Cables: FAMFILM
PARAMOUNT FAMOUS LASKY CORP.
P. O. Box 2018
Calcutta, INDIA

ITALY

(Also Turkey, Greece, Bulgaria)
David Souhami
Managing Director
Americo Aboaf, Manager
Cables: PARAMOUNT
S. A. I. FILMS PARAMOUNT
(Home Office for Italy)
Via Margutta No. 8
Rome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
Angipietro Galleria Umberto I.
Naples, ITALY
Cav. Salvatore de Angelis
Branch Manager
S. A. I. FILMS PARAMOUNT
Piazza Strozzi, 6
Florence, ITALY
Sig. Cesare Aboaf, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Galliera, 66/2
Bologna, ITALY
Sig. Mario Annovazzi, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Morgagni, 22
Milan, ITALY
Count Edoardo Micheroux de
Dillon, Branch Manager
S. A. I. FILMS PARAMOUNT
Corso Vittorio Emanuele, 6
Turin, ITALY
Sig. Arturo Ambrosio, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Calle Fruilli, 103
Sestiere Cannareggio,
Venice, ITALY
(Sub-Branch)

S. A. I. FILMS PARAMOUNT
Vi. Granedio 56-58 rossi
Genoa, ITALY
Sig. Corrado De Simone,
Branch Manager
S. A. I. FILMS PARAMOUNT
Via Sant'Anastasio, 1
Angolo Via L. Giberti
Trieste, ITALY
Sig. Benvenuto Andreoli, Branch
Films Manager
S. A. I. FILMS PARAMOUNT
Via Mariano Stabile 139 D. E.
Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

JAPAN

(Japan, Korea, China, Philippine Islands)
Tom D. Cochrane
R. E. MacIntyre
(Reps. for the Orient)
Cables: PARAMOUNT
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
507 Osaka Shosen Kaisha Bldg.
Kobe, JAPAN
Roy Tanaka, Branch Manager
(Home Office for China,
Japan & Korea)
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Nichi Nichi Building
Yuraku cho Kojimachiku
Tokyo, JAPAN
J. E. Perkins, Manager
Shinoh, Sales Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
59 Tenjin-machi
Hakata, JAPAN
(Sales Office) **H. Hirai,** Sales Mgr.
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Shijoh
Higashi Yon-Chome
Sapporo, JAPAN
(Sales Office)
M. Suda, Sales Manager
KISHIN YOKO
Seoul, KOREA

MEXICO

(Mexico, Central America, Panama, Jamaica, B. W. I., Colombia, Venezuela, Ecuador)
Clarence C. Margon,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
No. 1 Avenida Francisco I. Madero
(Apartado Postal 108 bis)
Mexico City, MEXICO
Gordon B. Dunlap, Branch Mgr.
(H. O. for Mexico and Central America)
PARAMOUNT FILMS, S. A.
Agencia Para La America Central
Apartado 253
Guatemala City, GUATEMALA
R. A. Loomis, Branch Mgr.
PARAMOUNT FILMS, S. A.
P. O. Box 1323
Cristobal, CANAL ZONE
Harry Novak, Branch Mgr.
Code Address: **PARAMOUNT COLON**
PANAMA

SCANDINAVIA

(Sweden, Norway, Denmark)
Carl P. York,
General Manager
Cables: PARAMOUNT
FILMAKTIEBOLAGET PARAMOUNT
13 Kungsgatan
Stockholm, SWEDEN
(Home Office for Scandinavia)
FILMAKTIEBOLAGET PARAMOUNT
Anargotort 24
Copenhagen, DENMARK
P. Salomonsen, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
Torvgaten 9
Oslo, NORWAY
E. Eriksen, Branch Manager

SOUTH AMERICA

(Brazil, Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia)
John L. Day, Jr.,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS (S. A.) Inc.
Rua Evapisto da Velga 132
Rio de Janeiro, BRAZIL
Tibor Rombauer, Branch Mgr.
(Home Office for Brazil)

PARAMOUNT FILMS (S. A.) Inc.
Rua do Triunfo, 21
Sao Paulo, BRAZIL
Bruno Cheli, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Halfeld, 235,
Juiz de Fora, Est. de Minas,
BRAZIL
Waldemar de Souza, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Visconde de Inhauma, 30
Ribeirao Preto, Est. de Sao Paulo,
BRAZIL
R. Paladini, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Avenida Floriano Peixoto, 30
Botucatu, Est. de Sao Paulo,
BRAZIL
Adhemar L. Cezar, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Conde de Boa Vista, 193
Recife, Pernambuco, BRAZIL
Benjamin Ramos, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Cine-Theatro Guarany
Itaca Castro Alves, Sao Salvador,
Bahia, BRAZIL
Alberico Benvides, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua General Andrade Neves, 100
Porto Alegre, Est. do R. G. do Sul
BRAZIL
Cezar Augusto de Oliveira,
Branch Manager
PARAMOUNT FILMS (S. A.) Inc.
Rua Sao Paulo, 546
Belo Horizonte, Est. de Minas
BRAZIL
Arnaldo L. Torres, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Jorge Tiberica, 53 C.
Cruzeiro, Est. de Sao Paulo
BRAZIL
Aurelio Correale, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua 15 de Novembro, 107
Curitiba, Est. do Parana, BRAZIL
Renato C. de Almeida,
Branch Manager
Frederick W. Lange, Manager for
Argentina, Uruguay, Paraguay
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
665 Calle Ceretto
Buenos Aires, ARGENTINE REP.
Sigfredo Bauer, Branch Mgr.
(Home Office for Argentine, Paraguay,
Uruguay)
PARAMOUNT FILMS, S. A.
Calle Maipu 931
Rosario de Santa Fe,
ARGENTINE REPUBLIC
Raul Viglione, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Estouba 211
Bahia Blanca, ARGENTINE REP.
E. J. Croce, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Itzaingou 235
Cordoba, ARGENTINE REPUBLIC
C. R. Flaherty, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Y. 1385
Montevideo, URUGUAY
Juan Oliver, Branch Manager
Benito del Villar, Manager for
Chile, Peru, Bolivia
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
Estado 250 (Casilla 3462)
Santiago, CHILE
(Home Office for Chile, Peru, Bolivia.)
PARAMOUNT FILMS, S. A.
Prat No. 175 (Casilla 3792)
Valparaiso, CHILE
Exequiel A. Puelma, Branch Mgr.
PARAMOUNT FILMS, S. A.
O'Higgins 566 (Casilla 53-C)
Concepcion, CHILE
S. J. Groce & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Casilla 137
Iquique, CHILE
Srs. Martinez Hinos, & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Divorciadas St. 618
(Apartado 582)
Lima, PERU
Ernest S. Hayes, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Paz, BOLIVIA
Honorio Garcia, Rep.

SPAIN, PORTUGAL

M. J. Messeri,
Managing Director
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
91 Paseo de Glicias
Barcelona, SPAIN
J. Soriano, Branch Mgr.
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
Avenida Pi y Margall, 22
Madrid, SPAIN
S. Vidal Batet, Branch Mgr.
PARAMOUNT FILMS, S. A.
Alameda Mazarredo, 6
Bilbao, SPAIN
J. Gomez de Miguel, Br. Mgr.
PARAMOUNT FILMS, S. A.
Calle Sorni, 14
Valencia, SPAIN
Vicente Saiso, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle San Pablo, 41
Seville, SPAIN
A. Vazquez, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Coruna, SPAIN
Manuel de Diego, Branch Mgr.
PARAMOUNT FILMS, S. A.
Rua Braamcamp, 10
Lisbon, PORTUGAL
F. Ressano Garcia, Branch Mgr.

WHO?

YOU?

YOUR DIVISION?

YOUR LEADING BRANCH?

FRANCE?

ANOTHER LAND?

YOUR BEST COMPETITOR?

WHO?

MAYBE YOU?

MAYBE SOMEONE ELSE?

SURE!

SOMEONE WILL!

HADN'T IT BETTER BE YOU?

This announcement authorized by the
1928 "Greatest Year!" Contest, Inc.

PICTURES OF NOBILE.

Camera Man Had Own Adventures
Reaching General After Rescue.

(Reprinted from the
New York Times, July 18, 1928)

The first pictures of General Umberto Nobile after his rescue to reach the United States were landed yesterday from the Ile de France as the result of the efforts of John Dored, Associated Press and Paramount News camera man, it was reported by The A. P.

Dored was on the icebound ship Braganza in the Arctic when he received word of General Nobile's rescue by the Swedish aviator Lieutenant Lundborg. Other camera men were in the same predicament, although Dored did not know this.

The next day with Norwegian guides Dored crossed the ice to a Swedish air base twenty-five miles away. From there a plane was returning to Kings Bay for supplies and Dored reached Virgo Bay before Nobile was transferred to the Italian base ship Citta de Milano.

The other photographers were with stalled Russian, French, Italian, Norwegian and Swedish expeditions north of Kings Bay. Dored saw and talked with Nobile and took exclusive pictures of the General's transfer to his base ship and as he lay ill abed on the boat.

From Spitsbergen Dored took a boat to Norway, where he flew in a seaplane to Malmo, catching another plane with a half hour to spare. He flew to Hamburg and boarded another plane to Paris, from where he managed to get the pictures aboard the Ile de France.

FASS NOW ASSISTANT TRAFFIC MANAGER

General Traffic Manager Stilson has announced the appointment of William Fass, Jr. to the post of Assistant Traffic Manager.

Fass entered the service of the Corporation on August 16, 1920 and has shown by diligent application his ability to handle a heavy portion of the detail incident to the Traffic Dept. of the Corporation. He is responsible for the booking of space and the routing of export shipments; the follow-up of deliveries due on film orders; forwarding of commercial invoices and advice of shipments. He is direct assistant to Mr. Stilson and co-operates fully with the Domestic Department in its traffic problems.

About a year ago Fass was chief actor in a serious automobile accident and his many friends had grave cause for alarm. Mr. E. E. Shauer ordered him away on a leave of absence to recuperate and this undoubtedly saved his life. He has fully recovered and his associates are happy to note that he is now better equipped than ever before to carry on his end of the Paramount service.

JAMES HALL JOINS CAST OF "CANARY MURDER CASE"

James Hall, busy just now in "The Fleet's In" with Clara Bow, has been added to the cast of "The Canary Murder Case," soon to be made by Paramount. William Powell, Ruth Taylor and Louise Brooks are already assigned. Malcolm St. Clair will direct.

Paramount



AROUND
THE
WORLD



Vol 1. No. 6

September First, 1928

Worth: Everything You Can Give It

THE PATRIOT
RIOT
PERFECT RIOT
AUDIENCE RIOT
THRILLER RIOT

A Paramount Picture

Starring Emil Jannings—Directed by Ernst Lubitsch

NEW PRIZES FOR PRIZE DESIGNS

(\$300 for Best Plaque, Banner and Parchment Ideas. See Page 13)

MORE CITIES TO WHICH THE PRIZES MAY GO

FULL STORY OF "THE PATRIOT" TRIUMPH

THREE SENSATIONAL CABLES

"WINGS" STILL WINNING



"Paramount — the International Host"

"Paramount AROUND THE WORLD"

Published in the interests of Paramounters in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane. Associate Editors: O. R. Geyer, George Weltner, Eddie Ugast. Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Vollidampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 September 1, 1928 No. 6

ENTHUSIASM

There isn't any other power in the world quite so magnificently inspiring as Enthusiasm. To see a band of men and women entrusted with an intelligent and limitless idea, to watch them have the potentialities of that idea outlined to them, and to then see them throw heart and soul into the consummation of that idea is one of the most sublimely beautiful sights on this old but ever young spinning globe that we call the world.

Such an instance in mind is that of the first Paramount Central European Convention held in Berlin not so many days ago. Here were gathered a band of men representative of a great number of Paramount offices spread across the major portion of a continent. Many of them had formerly known the Paramount product: but there are two ways of knowing a product and theirs had formerly been the other way.

Now, however, they were Paramounters, with a sincere and grateful appreciation of just what this means. To them Paramount was life itself. But like all youngsters first grappling with life, there were certain codes that had to be explained to them, certain things that they first wanted to learn before unleashing the full flush of their enthusiasm. And so there was the Convention.

Every minute of that Convention was a yard of progress made by the avalanche of Enthusiasm. Those men came from their outposts imbued with an idea: they stayed long enough to have it fused into the solid gold of an enthusiastic purpose. And when they left for their respective outposts one instinctively knew — even had it not been written across their faces and singing in their hearts—that enthusiasm held them in a wonderful thrall, and that there existed no power to halt them in their pertinent purpose of making Paramount's first year in Central Europe the sparkling success it has every right to be.

That was enthusiasm! I have seen it before, and I know that I shall see it again. For Enthusiasm is the Father of Progress, and Hard Work is the Mother.

Consideration of Central Europe merits a further mention. Here is a vast territory, spread across many countries, wherein Paramount was formerly a partner in a triumverate enterprise. The law

opening day. Some theatres have been this more than others, with the most notable instances being the Paramount in New York, the Plaza in London and the Paramount in Paris. To these famous film meccas have come members of royalty from all corners of the globe, great men and women from near and far; and all have been genuinely charmed, leaving with a new respect for the motion picture and a newer and finer appreciation of Paramount as a perfect international host.

Recently there arrived at the sumptuous doors of the Paramount in Paris His Highness the Sultan of Morocco. From the distant slopes of Northern Africa he had journeyed to Paris on a mission of business and pleasure. In the

orable event. It seems not so long ago that Mr. Lasky wired across the United States telling the Home Office that "The Patriot" was the greatest picture ever produced by Paramount. That was a well-weighted, calculated statement, believed implicitly from the outset, and confirmed beyond all measure of doubt with the first unforgettable screening of the picture at the Washington Convention.

Now we have the proof. "The Patriot" has staggered the New York critics, and has pulverized box office records. In Berlin the picture has been viewed by the German and Central European Paramounters and new high marks of achievement have been set up for aiming at.

"The Patriot" will infect every Paramounteer everywhere in just that fashion. It is so wonderful a contribution to the film world that a lifetime cannot encompass a very great number of pictures of such merit.

Give it the best that is in you! You will find that it will pay miraculous dividends in achievement and results!

* * *

It has been said a great many times that 'No story that the screen has ever reflected is one half as thrilling or romantic as the story of the motion picture itself.'

By a similar token, no story of praise or achievement in these columns has one half the dynamic force, thrill and romance of that page which carries the result standings in this 1928 "Greatest Year!" Contest.

On this page will be found reflected the flowering or the fluttering hopes of a division, the sparkling or the sagging accomplishment of a branch, and a thousand or more other like victories and apparent tragedies.

But it's all for Paramount, it's all praiseworthy, it's all an evidence of a spirit of accomplishment which other organizations would give fabulous fortunes to possess. So whatever the story it tells, whether the figures be up or down on that page, we rejoice in knowing the true story that's back of every figure—and we know that we would not part with that page for anything that the world has to offer.

Eugene E. Dhaner

"LE PATRIOTE" DONNE LIEU A UN EXCELLENT RADIO DE BERLIN

Coincidant pour ainsi dire avec la première du "Le Patriote" qui eut un succès éblouissant au Rialto Théâtre de New York City, Mr. Seidelman a reçu le cable suivant, conçu en termes fort enthousiastes de Mr. Ike Blumenthal, le Directeur Général Paramount pour l'Allemagne et l'Europe Centrale:

"Nous avons vu aujourd'hui "Le Patriote."

Nous reconnaissons ce film comme un des plus puissants que l'Europe ait jamais vu. Ce film est un chef-d'oeuvre. Félicitez ses auteurs en mon nom. Vous pouvez doubler mon quota pour l'Allemagne. Nous présenterons le film aux représentants de l'Europe Centrale, dimanche."

(signé) Blumenthal.

of Progress—and the time-honored dictum that 'a fleet is no faster than its slowest ship'—decreed that 'He travels the swiftest who travels alone.'

Today each of the three organizations is facing the supreme test of all—the test of individual accomplishment on the basis of individual record, prestige and the promise of the future. It is in only such a test as this that Paramount can be expected to triumph. And triumph it will! The manpower-loosened avalanche of enthusiasm in Berlin a few days ago is the surest promise in the world of that!

* * *

Every Paramount theatre throughout the world has been a temple of good-will right from its

French capital he both knew and wished to see only one cinema theatre—the Paramount. In his palace in Morocco he had heard of its splendors, and he had read of its wonderful organ. His wishes were gratified: he saw the theatre and he heard the organ.

When he went back to Morocco motion pictures and Paramount to him were synonymous. He neither knows, not wishes to know, any other kind.

Once more Paramount has been the international host.

* * *

The unparalleled triumph of "The Patriot" in New York was not unexpected by those who had had the wonderful good fortune to see the picture before this mem-

Central Europe Comes to Light with Powerful Challenge



IDOL OF PARIS

A very excellent picture of M. and Mme. Mauricie Chevalier. Paramount recently signed M. Chevalier to a contract and he is coming to America to make a talking picture in Hollywood. Mme. Chevalier is known on the Paris stage as Yvonne Vallée and will accompany her husband to Hollywood.

EMIL JANNINGS SIGNS NEW PARAMOUNT CONTRACT

Emil Jannings paused in his work on "Sins of the Fathers" long enough to sign a new Paramount contract.

The German star, at one time so apprehensive concerning Hollywood and its ways, has declared himself completely satisfied with the treatment accorded him by the Paramount organization. He recently signified intention to remain permanently in U. S. A. when he purchased a large estate and residence in the film capitol.

"Sins of the Fathers" is now nearing completion. In the new picture Jannings appears as a German waiter at four stages in life.

Jannings has made four pictures for Paramount—"The Way of All Flesh," "The Last Command," "The Street of Sin" and "The Patriot." In his first English language newspaper interview, given shortly after the completion of "The Patriot," Jannings declared the picture the best he has made here or abroad.

NEW YORK PAYS SUBLIME TRIBUTE TO "THE PATRIOT" AT WORLD PREMIERE

On the evening of Friday, August 17th, the newest Emil Jannings starring picture for Paramount, "The Patriot," directed by Ernst Lubitsch, opened with a special gala presentation at the Rialto Theatre, New York City. It was something more than a mere event: it was a momentous milestone in history, whereat not only a notable and highly critical audience paid glorious tribute to a film, but the press of a mighty city definitely and emphatically set out to pay the film such praise as no other motion picture had ever received.

Superb acclaim, indeed, for the creation which Mr. Lasky claims is the greatest motion picture ever made by Paramount. And acclaim indeed for a film which is going to go to the ends of the earth and to reproduce the New York triumph wherever it is shown. Much will be told you of "The Patriot" from time to time,

but for now let us give to you the highlights of the New York press reviews:

THE NEW YORK TIMES: Three Germans, one an actor, one a director and the third a scenarist, have fashioned a mighty picture out of the last days of the Mad Czar, Paul. This production, called "The Patriot," was presented last night at the Rialto Theatre and in it Emil Jannings gives even a finer

(Continued on Page 7)

THE MATADORS OF SPAIN OFFER A CABLED CHALLENGE

The 1928 "Greatest Year!" Contest, sweeping along powerfully into its final months, has received an added supply of punch through the sending of a cable by Managing Director M. J. Messeri, leader of the Matador Division of Spain and Portugal. Addressed to Mr. Shauer, the message is as follows:

"Matadors' Convention celebrated last Saturday (July 28th). It was an unusual success. All enthusiastic over new product and heartily congratulated Mr. Lasky and all responsible for this wonderful delivery. Exhibitors all over the country fighting for this product. This is truly Paramount's most glorious year, and even more so for the Matadors who claim to be surefire for the winning of the First Prize. Just you watch this division. Kind regards. (sgd.) Messeri."

During the week of August 14th the Paramounteers of all the Central European territories were gathered in Berlin for the first Paramount Central European Convention. It was an event characterized by the most spontaneous enthusiasm and the formulation of some truly immediate future progress plans on the part of this re-born division of Paramount's Foreign Legion.

Sultan of Morocco Newest Member of Royalty to Visit Paramount, Paris

His Highness the Sultan of Morocco, 17-year old ruler of the vast Moorish domain in Northern Africa, visited Paramount's famed theatre in Paris recently.

Melville A. Shauer, in charge of Paramount's European theatres, reports that the visit was one that was interesting in many ways. Firstly there was the fact that the Paramount was the only motion picture theatre visited in Paris by His Highness, and he only went there because the fame of the place had reached him in Morocco. He was tremendously interested in the place, and particularly in the organ. He asked for a special piece to be played for him on the organ.

The Sultan and his eleven attendants all attended the theatre in the dress of their native land, and were officially received by M. Andre Uilmann, manager of the Paramount.

The entire visit was most pleasing in every respect and resulted in still another chapter of good will for the motion picture industry in general and for Paramount in particular.

BRAZILIAN PARAMOUNTEER GETS FRONT PAGE STORY IN NEW YORK PAPERS

Vaseo Abreu, publicity director of the Brazilian Division, was on the front page of all the foremost daily newspapers of New York City on August 21st. His prowess as a radio amateur had put him in touch with the Dyott Expedition in the jungles of Brazil, and he received the first word telling of the killing of Colonel Fawcett by the Indians. Mr. Abreu's name was mentioned and his remarks quoted in all of the papers.

FIRST ANNOUNCEMENT OF NEXT HAROLD LLOYD PICTURE

After several months of preparation, Harold Lloyd is slated to start shooting at the Metropolitan Studio on his latest production, for Paramount release, and the first of the sound era, on September 4th. Where previously the bespectacled comedian has started production with but a thread of a story, building it up as his work progressed, on the current production he has spent

(Continued on Page 10)

One outcome of the gathering was the following cablegram sent to Mr. Seidelman, and signed "Paramounteers of Central Europe":

"Closing first Paramount Convention Central Europe tonight. All members highly enthusiastic over product and future. Depend on us to give our utmost to place Paramount where it belongs in the first year of activity."

And so, as September 1st appears on the calendar, Paramount in Central Europe acquires a newer and infinitely greater significance. Paramount will be Paramount, for back of its distribution and selling there will be the undivided efforts and enthusiasm of a vast army of men and women whose hearts and minds are thoroughly sold on the ideals and aims of Paramount, its product and its trade mark.

THE INFLUENCE OF A PARAMOUNT PICTURE

For nine weeks it had not rained in Paris!

Then one day in late July the Paramount Theatre projected a trailer for "Quelle Averse" ("Let It Rain!"). The very first day the trailer was shown the rainless spell was broken. It rained! The day the picture itself opened, Paris had a terrific thunder and lightning storm. Nature herself provided a real sound accompaniment to the picture. And every day the picture played, the clouds rolled up and the raindrops sprayed.

JANNINGS' GIFT



This is the superb piece of solid silver plate which is the gift of Emil Jannings in the October - November - December phase of the 1928 "Greatest Year!" Contest. This will go to the General Manager of the winning Division.

Un Défi à la Première Place de la Division Française

La France en Danger de Perdre la Première Place.

Nous apprenons de source authentique des autres divisions que pendant les trois derniers mois de l'année une campagne très énergique sera lancée pour enlever à la France la première place dans le concours de "1928 La Plus Grande Année." Faites donc attention, Légionnaires de France! Vous n'aurez jamais trop d'avance pour être et rester du bon côté, car certaines divisions ont les moyens et l'habileté de pouvoir faire un bond en avant de plusieurs points par mois.

LES ETOILES DU PARAMOUNT OFFRENT DES PRIX SPLENDIDES

Nous avons annoncé le mois dernier que les Etoiles du Paramount avaient donné dix prix spéciaux pour la Division qui réussirait la plus grande avance pendant les mois d'Octobre, de Novembre et de Décembre sur cette même période de trois mois dans n'importe quelle année de l'histoire de la Division. Nous donnons ce mois-ci une illustration de tous ces prix (Page douze) et nous donnons une illustration individuelle de chacun d'eux dans le courant de ce numéro.

VISITE DE MR. SHAUER

Nous espérons pouvoir vous donner dans ce numéro de nombreuses marques de la visite de Mr. Shauer en France. Mr. Shauer sera de retour à New York à l'heure où ces lignes vous parviendront; mais vous pouvez être assurés que ce que nous ne vous donnerons pas dans ce numéro paraîtra certainement dans le prochain. La vérité est que vous avez un Département de Publicité si consciencieux, comprenant des collaborateurs excellents tels que MM. Darbon, Hervouin etc, qu'il n'arrive pour ainsi dire rien de quelque importance qui ne nous soit appris à New York.

"LA PARAMOUNT" VA DISTRIBUER "LA GRANDE ÉPREUVE" AUX ETATS UNIS ET DANS DE NOMBREUX AUTRES PAYS

"LE PATRIOTE" OUVRE A NEW YORK POUR UNE LONGUE PERIODE

Le Jeudi 16 Aout a été le témoin de l'ouverture longtemps annoncée du film magnifique d'Emile Jannings "Le Patriote." La première a eu lieu au Théâtre Rialto en présence d'une foule très considérable et les journaux ont publié les jours suivants des commentaires très flatteurs pour ce film. C'est également à ce même théâtre que trois autres films d'E. Jannings ont eu une saison pleine de succès. Ce sont: "The Way of All Flesh," "Variété" et "The Last Command." On compte que "Le Patriote" restera ici pour plusieurs mois.

...J'ai voyagé dans de nombreux pays du monde et je vous assure qu'il n'y a pas un seul pays où l'exploitation cinématographique soit plus en retard qu'en France et en Belgique. Il n'y a pas un seul pays au monde où il y ait plus d'abus, plus de difficultés, plus de routine à surmonter au point de vue de la distribution et de l'exploitation cinématographiques.

C'est à vous tous, voyageurs, directeurs d'agences, vous tous qui travaillez pour Paramount, qu'il incombe de faire de notre industrie générale cinématographique française une meilleure industrie qui donnera des résultats plus satisfaisants.

J'estime que, quand vous aidez vos clients à passer nos productions à un prix dérisoire, non seulement vous ne faites pas votre devoir vis-à-vis de Paramount, mais vous ne rendez aucun service à vos clients; au contraire, vous les encouragez à la paresse, à l'inaction, car s'ils ont des films pour faire leurs programmes à des prix ridiculement bas, ils ne feront aucun effort, ni financier, ni physique, pour essayer d'augmenter leurs recettes et toute l'industrie française du film s'en ressentira.

Le directeur qui n'a pas d'efforts à faire se contentera d'un petit bénéfice d'exploitation, il ne fera rien pour améliorer ses recettes, et, par ricochet, améliorer les nôtres.

En lâchant trop facilement les prix de nos films, vous ne faites même pas votre devoir vis-à-vis de vous-même, car vous m'enlevez les moyens de vous récompenser comme vous voudriez l'être.

A. OSSO.

CHEVALIER'S FIRST PICTURE WITH VOCAL AND MUSICAL ACCOMPANIMENT

A motion picture with an international appeal, enhanced by vocal and musical synchronization, will serve as the vehicle to introduce to the world's screens Maurice Chevalier, who is considered the most magnetic personality on the European stage. He arrives in Hollywood early in October.

Chevalier was signed to a contract by Jesse L. Lasky, when Paramount's first vice president in charge of production was abroad in June. After a careful study of all available story material, the writing and production departments of the studios have begun work on the preparation of the initial Chevalier picture.

Simultaneously with Lasky's announcement that Chevalier is due in Hollywood within a few weeks came word that H. D'Abbadie D'Arrast, personal friend of Chevalier and one of the most successful of the younger school of directors, will direct the production. D'Arrast was responsible for

Adolphe Menjou's recent "A Gentleman of Paris," "Service for Ladies," and "Serenade," and he directed Florence Vidor in "The Magnificent Flirt."

Chevalier's voice is perfect for sound film reproduction," said Lasky," as we discovered in tests made in Europe. In his first picture, he will be heard in several songs, rendered both in French and English. This production will give him the opportunity of displaying his peculiar comedy talents as well as to bring out his remarkable dramatic abilities. The story is to have a French background, but will be one that has a truly international appeal. Production will begin about October 7.



Lasky et Chevalier

L'AMERIQUE PRÊTE A RECEVOIR MAURICE CHEVALIER

L'arrivée prochaine de Maurice Chevalier aux Etats Unis en vue de tourner des films pour le Paramount a déjà commencé à soulever l'intérêt du public. Sa renommée dans cette partie du monde est très étendue, en partie parce que tant d'Américains ont pu le voir à Paris, et en partie aussi parce qu'il est célèbre dans le monde entier pour ses qualités d'artiste achevé. Il semble merveilleux de penser qu'alors qu'il fallait jusqu'ici aller à Paris pour le voir, il sera possible de le voir et de l'entendre l'année prochaine aussi loin qu'en Australie, au Japon, en Argentine et aux Indes.

"LES AILES" DANS SA SECONDE ANNEE

Le 12 Aout l'épopée des Ailes du Paramount, a complété sa première année au Criterion Theatre de New York. Immédiatement avant cet événement, les exécutifs du Paramount décidèrent que le film serait donné jusqu'au 1er Janvier 1929 au moins. L'énorme tableau réclame du théâtre, que nous avons reproduit dans ces colonnes vient d'être repeint pour l'occasion.

PARAMOUNT TO DISTRIBUTE "LA GRANDE ÉPREUVE" IN THE UNITED STATES OF AMERICA AND MANY OTHER COUNTRIES

Paramount Famous Lasky Corporation has acquired the rights to distribute the French picture, "The Soul of France," for the United States and Canada, it was announced last week by Adolph Zukor. The picture, which is the first ever to be made on the actual battlefields of the Great War, will be synchronized with music and sound effects and will be distributed in the next group of Paramount productions.

Paramount already has distributed the picture in France, Belgium, Switzerland, Egypt and Holland, and has obtained the rights for its distribution in Australia, New Zealand.

(Continued on Page 18)

LES PRIX SPECIAUX DE L'ORGANISATION "PARAMOUNT"

Il existe deux sortes de prix offerts aux Légionnaires du Paramount à l'issue de ce concours de "1928 La Plus Grande Année." D'abord les prix spéciaux des Etoiles, dont nous avons déjà fait mention; ensuite les prix de l'organisation Paramount que nous avons déjà annoncés il y a plusieurs mois. Ceux-ci consistent en une magnifique Plaque, ainsi qu'une bannière et un diplôme, en plus des merveilleux prix en espèces et c'est un plaisir pour nous que d'en donner l'illustration dans ce numéro.

(Continué a Page 18)

FIGURES AND FACTS

OVER QUOTA (as at August 1st.)

FRANCE	
France, Belgium, Switzerland, Egypt, Northern Africa.....	110.42
CANAL ZONE	
Panama, Colombia, Jamaica, Venezuela, Trinidad	109.37
CHILE	
Chile, Peru, Bolivia	107.42
MEXICO	107.33
JAPAN	
Japan, Korea, China, Philippines.....	106.14
CENTRAL AMERICA	
Guatemala, etc.	106.83
PORTO RICO	105.34
INDIA	105.25

UNDER QUOTA (as at August 1st.)

SPAIN	
Spain, Portugal	95.99
GREAT BRITAIN	
England, Scotland, Wales, Irish Free State.....	95.22
AUSTRALIA	
Australia, New Zealand, Java, Straits Settlements, Siam	91.56
BRAZIL	90.86
ARGENTINA	
Argentina, Uruguay, Paraguay.....	86.50
CUBA	84.64
ITALY	83.22
SCANDINAVIA	
Sweden, Norway, Denmark.....	81.37
CENTRAL EUROPE	
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Rumania.....	81.15
HOLLAND	72.39
GERMANY	68.67

A PASSING MONTH HAS WROUGHT FULL MANY CHANGES

That inevitable month of July, which so many firmly believe has something of the hoodoo in it, finds ample reflection of some sort of power in the Standings which it produced. Although some Divisions advanced, the majority receded, some in even startling fashion.

France retains the lead, but is desperately challenged by the Canal Zone, the latter having hopped into second place from third. Chile, also with a better percentage, has come up into third place from seventh—a grand leap. Mexico, with a considerably better-

ed figure, is in fourth, having kangaroo-ed up from eighth. Japan's fifth, though, is a big step-down from second. Sixth place belongs to Central America, a step down of one place from last month. Porto Rico is seventh, two places better than last month. India's eighth is not so good as their fourth of last month; while Spain's ninth is not only a retrogression from the sixth of last month, but is also a definite step down into the 'Below Quota' class.

Great Britain and Ireland maintains tenth place with a scarcely altered percentage. The same may

be said of Australia in eleventh place. Brazil's twelfth place is somewhat better than their fourteenth of last month; and Argentina's thirteenth is miles better than their eighteenth of last month. Cuba is fourteenth instead of seventeenth, even though their percentage is down. Italy remains at the same place level, but with a considerable percentage drop. Scandinavia has had a big percentage drop, and a skid from twelfth place to sixteenth. Central Europe's figure is down, and they are seventeenth instead of fourteenth. Holland and Germany have both drift-

ed below their figures of last month.

BUT—there are four full months yet to go! Great changes will yet be wrought. Winter will sweep along into the northern hemisphere, energies will be redoubled—or increased as much as is humanly possible—and the figures on this page will undergo a series of great changes. What you see above is far from finality, whether you happen to be in one of the leading divisions or in one of those striving for the lead. Just permit that major thought to be with you in every impulse, plan and action!

¡Matadores—el Concurso Aumenta Cada día de Intensidad!

Un Cable de España que Merece la Pena

El señor J. M. Messeri, Gerente de la Paramount en España, remitió el 10. de agosto un cable a Mr. Shauer, que es una magnífica realización. La Convención celebrada en dicha nación, recientemente, ha sido un gran éxito. En otro lugar de esta publicación aparece al mencionado cable en inglés, pero para que todos se den perfecta cuenta del entusiasmo que reina entre los "matadores," a continuación lo publicamos en el idioma en que fué escrito:

"La Convención de los "matadores" se celebró el sábado pasado. El entusiasmo ha sido indescribible. Voto unánime y aplauso unánime para Mr. Lasky por la calidad insuperable de la producción de este año. Gran demanda de todos los exhibidores del país. Este será el año de más prosperidad para la Paramount y de más prosperidad aún para la División de los matadores. Este año es seguro que nos llevamos el primer premio. Con mis afectos,

(Firmado) Messeri."



PLACE CARD, of distinct ingenuity, which was one of the many characteristic features of the highly successful Matador Convention of the Paramouteers of Spain and Portugal. One of the notable features of this Convention was the tremendously impressive screening of "Wings" for the delegates, an event which produced the most sweeping enthusiasm.

NATHAN SAILING FOR CUBA SEPTEMBER 6th.

John B. Nathan, concerning whom there is a story on another page, sails from New York for Havana on the S. S. "Essequibo" on September 6th to assume the post of special representative for Cuba. During his stay in New York John has been attached to George Weltner's special sales department and has done sterling work in the interests of Paramount News, as well as in the fulfillment of many other important duties which have been assigned him.

EL SENSACIONAL DESAFIO DE LA EUROPA CENTRAL

El 19 de agosto celebróse en Berlín el Primer Congreso de paramountistas de la Europa Central. Al terminar las sesiones de este memorable Congreso, los congresistas, firmando con el nombre colectivo de "Paramountistas de la Europa Central," enviaron el siguiente cablegrama a Mr. Seidelman:

"Esta noche clausuramos sesiones Primer Congreso Paramount Europa Central. Todos los delegados entusiasmados con el producto Paramount augurando grandes negocios futuro. Haremos posible colocar nombre Paramount altura que se merece primer año nuestras actividades".

LAS CIUDADES QUE GANARON PREMIOS

Nos complace sobremanera ver en este ejemplar ilustraciones de tantas ciudades de España y de los países de idioma español que han ganado premios. Hemos publicado todas las ilustraciones que es posible publicar. También nos complacemos en llamar la atención sobre el hecho de que los premios ofrecidos por la Paramount se extienden al esfuerzo que se haga durante todo el año, mientras que los ofrecidos por los artistas se circunscriben al esfuerzo que hagan las distintas Divisiones durante los meses de octubre, noviembre y diciembre.

EL ESPLENDIDO EXITO DE "ALAS."

Nos complacerá mucho poder seguir relatando los éxitos que obtenga en los distintos países esa maravillosa película, calificada por la crítica como "la epopeya del aire," intitulada "Alas." Ya hemos hablado acerca del éxito obtenido por Clarence Margon y sus colaboradores en la ciudad de México y el no menos resonante triunfo alcanzado por John P. Donohue en Puerto Rico. Tan pronto como tengamos noticias de triunfos similares nos complaceremos en publicarlas.

BANQUETE CON MOTIVO DEL III CONGRESO PARAMOUNT ESPANOL LISTA

- COCKTAIL DE FRUTAS ZUKOR
- CREMA GERMINY GRAHAM
- LANGOSTINOS LASKY
- SALSA TATARA KENT
- CAPONES DEL PRAT SHAUER
- PATATAS DORADAS MEL
- FILETE DE BUEY SEIDELMAN
- ENSALADA MESSERI
- MELOCOTONES CON HELADO COLISEUM
- DULCES PARAMOUNT FILMS
- FRUTAS—CAFE

28 Julio 1928

Hotel Ritz, Barcelona

ENGLISH NOTE: Above are the contents of the menu of the Banquet which terminated the Banquet of the Third Annual Convention of the Paramount organization in Spain and Portugal.



BEBE DANIELS arriving in New York by air from Hollywood, after having flown across the United States in 36 hours. Story is reported on another page, and mention of Miss Daniels in Spanish also appears below.

BEBE DANIELS VISITA EL DEPARTAMENTO EXTRANJERO

La encantadora Bébe Daniels acaba de hacer una visita al Departamento Extranjero de la Paramount, en Nueva York. Durante su permanencia en el amplio local que ocupa la oficina, después de charlar afectuosamente con cada uno de los empleados de la "Legión Extranjera," expresó su esperanza de que alguno de los países de idioma español ganase el premio que ella ha ofrecido este año. Según la misma Miss Daniels, tal esperanza se basa en razones sentimentales.

LOS REGALOS DE LAS ESTRELLAS PARAMOUNT

Esparcidas por las diferentes páginas de este número, el lector hallará fotografías de regalos, acompañadas de artículos, escritos en inglés, los cuales se relacionan con los nombres de las estrellas. Estas fotografías son reproducciones de los regalos que se muestran colectivamente en la página 12, los cuales mostramos separadamente a fin de que el lector pueda darse perfecta cuenta del regalo que podrá corresponderle al terminar el concurso.

"THE PATRIOT." Be sure and read those wonderful reviews on "The Patriot" given on Pages 3 and 10. And don't overlook the piece which tells of the picture running up a new cash and attendance record for the theatre.

EL VIAJE ANUAL DE MR. SHAUER

Mr. E. E. Shauer, Gerente General del Departamento Extranjero de la Paramount, ha pasado el mes de agosto en Europa estudiando el mercado cinematográfico. Cuando esta edición llegue a nuestros lectores creemos que Mr. Shauer estará de nuevo en Nueva York. En nuestro próximo número publicaremos información detallada de sus impresiones en el Viejo Mundo y una exposición de los lugares recorridos y empleados de la Paramount que haya visitado. Acompaña a Mr. Shauer en su viaje a Europa el Gerente de Ventas de la Paramount, Mr. Frank Meyer.

LA ESTACION DE RADIO DE LA PARAMOUNT

Es muy posible que dentro de bien poco el público del mundo entero pueda oír desde sus casas a los grandes artistas de la Paramount. La estación transmisora de radio que la Paramount y uno de los periódicos más importantes de Los Angeles acaban de instalar en dicha ciudad, facilitará a los aficionados del mundo entero lo que hasta hace poco era imposible: oír las voces de los artistas estando a millares de kilómetros de distancia. La mencionada estación de radio se denominará "K N X, Paramount Pictures—Los Angeles Evening Express Station."

PAGINA DE HONOR

Como un punto de honor para señalar actuales realizaciones, designamos la página que sigue como Página de Honor. En lo futuro aparecerán en ella, en el lenguaje de cada país, las noticias de cada división que tenga más probabilidades de llegar a la meta en el mes correspondiente. Esto será un nuevo tributo a los hechos de cada división.

Um Radiogramma de Berlim Tece Altos Elogios ao "Alta Traição"

Quasi coincidindo com a estreia desse super-film em Nova York, cuja crítica teceu-lhe os mais altos elogios, eis que recebe Mr. Seidelman o seguinte radiogramma de Mr. Ike Blumenthal, representante da Paramount na Alemanha e Europa Central:

"Acabamos de apreciar a primeira exhibição de "Alta Traição." Todos nós reconhecemos que temos nesta película a maior obra-prima que já foi mandada a Europa. Nossas congratulações aos responsáveis por tão preciso trabalho. Pode dobrar a minha quota relativa a Alemanha. No proximo domingo daremos uma exhibição privada do film para os nossos agentes da Europa Central. — (assignado) Blumenthal."

"THE PATRIOT." Six months ago Mr. Lasky telegraphed to Mr. Shauer that "The Patriot" was the biggest picture ever made in the Paramount Studio. On Pages 3 and 10 you will find every word of Mr. Lasky vindicated.

"The Patriot" Wins Tremendous New York-Berlin Acclaim

(Continued from Page 3)

performance than he did in "Variety." Superlatives flow to one's mind as one thinks of his depiction of Czar Paul's different moods without borrowing any tricks that he has previously displayed in other screen efforts. There is not the slightest sign of overacting and yet Mr. Jannings has probably attacked the most difficult role of his film career. This motion picture is indeed a credit to the screen.... It causes one to think of the terrific demands made upon Jannings in enacting this role.

THE EVENING GRAPHIC: The greatest role Emil Jannings ever played, the finest directorial effort Ernst Lubitsch has given American films, Lewis Stone in the best work of his long career, these "The Patriot" brought to the Rialto Theatre last night.... "The Patriot" is, in this reviewer's opinion, the finest picture this season has yet brought to Broadway.

THE DAILY NEWS: A trio of geniuses have evolved a cinema masterpiece: Jannings, Lubitsch and Stone. "The Patriot," launched last evening for a continuous, popular-priced run at the Rialto, is the greatest thing Jannings has ever done; the finest piece of Lubitsch direction in the history of his screen career; and the most magnificent contribution of Lewis Stone to the world of pictures. It is the perfect film of 1928.... Don't miss this film. Out of fairness to the cinema industry, you owe it to yourself to see "The Patriot."

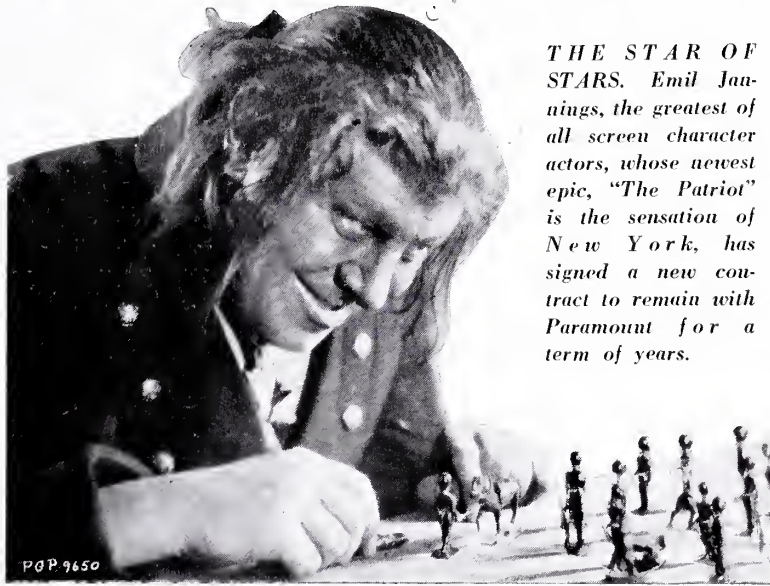
THE EVENING JOURNAL: Emil Jannings, in "The Patriot," directed by Ernst Lubitsch, opened at the Rialto Theatre last night. The combination is that of a tremendous personality in a tremendous setting.... For absorbing acting and direction, don't miss seeing "The Patriot."

NEW YORK HERALD TRIBUNE: "The Patriot" is a dignified and moving screen version of Alfred Neumann's beautiful play.... Herr Jannings' portrayal of the imperial madman is one of his finest achievements, full of admirable detail and real emotion.

(Continued on Last Col.)

"DE PATRIOT" BLIJFT VOOR LANGEN TIJD IN HET RIALTO THEATER

Op Donderdag, 16 Augustus opende het Rialto Theater in New York met de lang verwachte en vooraf aangekondigde succesfilm van Emil Jannings: DE PATRIOT. De première werd bijgewoond door vele vooraanstaande personen en de dagbladen verschenen den volgenden dag met gestidftige loftuigingen over de film. Als het succes der drie vorige Janningsfilms, te weten, "VADER," "VARIETE" en "HET LAATSTE BEVEL" een barometer is, voor het succes zijner jongste productie, blijft DE PATRIOT gedurende vele maanden in het Rialto Theater.



THE STAR OF STARS. Emil Jannings, the greatest of all screen character actors, whose newest epic, "The Patriot" is the sensation of New York, has signed a new contract to remain with Paramount for a term of years.

(Continued from First Col.)

NEW YORK TELEGRAM:.... Superb acting and penetrating direction make "The Patriot" a great picture.

BROOKLYN DAILY TIMES:.... We have every reason for proclaiming "The Patriot" as the greatest picture ever made by Jannings.... Jannings is unquestionably at his best in the role of Czar Paul.... The result is a performance so precise as to be amazing.

THE FILM DAILY: Ernst Lubitsch has deftly and dramatically fashioned a magnificent motion picture.... Nothing can rob "The Patriot" of its place in the all-too-limited category of great and permanent motion pictures.

THE NEW YORK SUN: Emil Jannings gives his finest performance in "The Patriot," now at the Rialto.... Ernst Lubitsch, the great guider, supervised it all, and the first half of the photoplay represents his best directorial work.

NEW YORK EVENING WORLD: You who make it a point to keep lists of the year's greatest pictures, just chalk down "The Patriot," which had its premiere Friday night at the Rialto.... Jannings has long been celebrated for his characterizations. He has amassed a long gallery of them through the years. But it is seriously doubted by this reviewer whether he has ever done a greater one than that of Czar Paul in "The Patriot."

NEW YORK EVENING POST: One may count "The Patriot," the Emil Jannings picture at the Rialto, as the most notable achievement of character portrayal in this cinema season. It is an opinion which might easily be extended to include a number of other seasons as well.... There are moments, many of them, in "The Patriot" that are unforgettable.

EXHIBITORS' DAILY REVIEW: This picture deserves the utmost superlatives, and they are not unlimited. "The Patriot" should be remembered when all the so-called "wonder-pictures" are forgotten. It is magnificent. It is our opinion that there has never been a picture more beautifully mounted, more superbly acted, more subtly directed or better photographed, cut and titled. What else is there to say?.... We cannot criticise "The Patriot" for to our mind, it is flawless.

"THE PATRIOT" INSPIRES A WONDERFUL RADIO FROM BERLIN

Practically coinciding with the sensationally successful premiere of "The Patriot" at the Rialto Theatre, New York City, there was received by Mr. Seidelman the following supremely inspiring radiogram from Ike Blumenthal, Paramount's general manager for Germany and Central Europe:

"We here have today seen 'The Patriot.' We recognize it is the biggest picture that has ever come to Europe. The picture is a masterpiece. Convey congratulations to the responsible people. You can double my quota for Germany. We will screen the picture for Central European representatives on Sunday. (sgd.) Blumenthal."

RADIOGRAMA INSPIRADOR DESDE BERLIN

Coincidiendo con el estreno en el Teatro Rialto, de Nueva York, de la magna película El patriota, de Emil Jannings, bajo la dirección de Lubitsch, a la oficina de Mr. Seidelman llega este radiograma, firmado por Ike Blumenthal, gerente general de la Paramount en Alemania y Europa Central:

"Hoy hemos admirado El Patriota. Contestes todos en afirmar que es la mejor película que se ha exhibido en Europa. Una verdadera obra maestra. Transmita nuestras felicitaciones a todos los que en ella han intervenido. Pueden doblar mi cuota para Alemania. Proyectaré película para los representantes de la Europa Central domingo."—(firmado) Blumenthal.

REMEMBER THIS OF "THE PATRIOT"

"THE PATRIOT," upon its completion, was acclaimed by Mr. Lasky as the "greatest picture ever made in the Paramount studio."

"THE PATRIOT" was the screen highlight of the Paramount conventions held in Washington, Detroit and San Francisco in May of the present year.

"THE PATRIOT" has already so inspired the Divisions of Germany and Central Europe that we find these inspirations reflected in two cables from Mr. Blumenthal on this and another page.

"THE PATRIOT" is the current film sensation of New York where, at the Rialto Theatre, it is smashing all existing records, both in attendance, and in the wealth of praise showered upon it by the city's press.

"THE PATRIOT" BREAKS RIALTO HOUSE RECORD

"The Patriot," acclaimed by newspapers and trade press as one of the greatest pictures ever produced, has found equal favor with the motion picture public.

Prior to the showing of the Ernst Lubitsch production in which Emil Jannings is starred the record receipts for one week at the Rialto, New York, was \$49,947 grossed during the showing of another Jannings starring picture, "The Last Command."

For its first week "The Patriot" grossed \$51,417, bringing in \$1,470 more than the previous high figures.

Paramount Production at High Level



GREETING NEWLYWEDS. Jesse L. Lasky welcomes Mr. and Mrs. John Monk Saunders back to the Paramount Studio in Hollywood. Mrs. Saunders is better known on the screen as Fay Wray.

"THE MOVIES ARE GROWING UP," BY JESSE L. LASKY

One of the most absorbing articles of the year on motion pictures appears in the August issue of *McCall's Magazine*. It was written by Jesse L. Lasky, vice president of our organization, and is entitled "The Movies Are Growing Up." Undoubtedly you will be able to secure a copy of this magazine in your territory.

SOME CASTING NOTES

Barry Norton, who played an unforgettable role as the executed pilot in "The Legion of the Condemned," plays the son of Emil Jannings in "Sins of the Fathers." Ruth Chatterton, stage star, Jean Arthur and Jack Luden are also in the cast. In the production of W. Somerset Maugham's play, "The Letter," Paul Lukas will be co-starred with Evelyn Brent. He assumes the role instead of Clive Brook. Richard Wallace will direct Nancy Carroll and Gary Cooper in "The Shopworn Angel." F. Richard Jones will direct Charles Rogers' next picture, "Just Twenty-One." Mary Brian, Chester Conklin and William Austin will be in the cast.

Neil Hamilton will again be leading man for Bebe Daniels in the brunette star's next picture, "Number, Please." This will make the third Daniels picture in a row for Hamilton. Doris Kenyon has the role of the wife in the Paramount production of "Interference." Other principals are Clive Brook, Evelyn Brent and William Powell.



AUTHOR AND CAST. Jim Tully, tramp author of "Beggars of Life," on location during the filming of the picture with Louise Brooks, Wallace Beery and Richard Arlen.

POLA NEGRI PICTURE HAS HAD UNUSUAL NEW YORK SUCCESS

For the first time since she joined the Paramount organization one of Pola Negri's pictures is playing an extended season on Broadway, New York. Following a highly successful premiere week at the Paramount, "Loves of An Actress" was transferred to the Rialto Theatre, where it was presented with sound and orchestral synchronization.

POMEROY DIRECTOR OF SOUND EFFECTS FOR PARAMOUNT

Roy J. Pomeroy, the man who parted the Red Sea, has won a promotion from Paramount and in the future will be known as 'Director of Sound Effects.' Announcement of Pomeroy's elevation was made by Jesse L. Lasky, first vice president in charge of production.

By the same order, O. W. Roberts succeeds Pomeroy as head of the special effects department. For many years, Roberts was his assistant at the Hollywood studios.

JOHN LODER ARRIVES IN HOLLYWOOD

Recently signed in England to appear in Paramount pictures made in Hollywood, John Loder arrived in New York on August 3rd and departed almost immediately for Hollywood. An announcement concerning his first role will shortly be made.

(A Translatable Story)

"WINGS" IN LONDON AND NEW YORK

On August 23rd, in London, there ended one of the most spectacular seasons of a motion picture that the British capital has ever known. "Wings," Paramount's supreme epic of the air, concluded a season originally intended to be only 8 weeks long, and concluded it only after public request had strung it out to 24 weeks. In every way this season of "Wings" at the Carlton Theatre must be regarded as a triumph. It was a triumph of presentation, of exploitation, and a triumph of building wonderful prestige for the motion picture by attracting the greatest notables in the land.

In New York, a few days prior to the above event, "Wings" embarked on the second year of its career at the Criterion Theatre, where it is now scheduled to run until at least January of next year. The picture already has many records to its credit in this theatre, among them being the record for standees and the record for advance sales. We are reproducing a picture of the sign outside of Criterion which was repainted during the anniversary week, and close observation will show that the words

A series of momentous announcements emanating from the Paramount Studio in Hollywood indicates the tremendous pitch at which production is right now. One of the greatest announcements concerns the new Cooper-Shoedsack picture, "Four Feathers," by A. E. W. Mason, about which there is a story on another page.



BEAUTY AND THE BULLDOG. Clara Bow (the one on the right), bestows a caress on the bulldog mascot of a visiting British warship while James Hall and Director Malcolm St. Clair look on and laugh sardonically because dogs should have such luck. Incident was during the filming of "The Fleet's In," Clara's newest and best.

The news is also made public that Richard Dix and Florence Vidor are about to start work in "Unconquered," which will be made on a massive scale under the direction of Malcolm St. Clair. Kathryn Carver, wife of Adolphe Menjou, is to be seen as her husband's leading woman in his new picture, "His Private Life." James Kirkwood will have a prominent role in Charles Rogers' second starring picture, "Just Twenty-One." Mary Brian also in the cast.

Emil Jannings is not the only Paramount star to sign a new long-term contract. George Bancroft, it is announced, has contracted to remain with this organization for a term of years.

BEBE DANIELS CROSSES U.S.A. BY AIR IN 36 HOURS

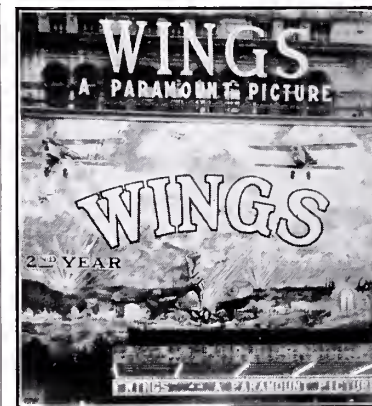
Bebe Daniels, Paramount star, whose nerve and courage have been exhibited in so many of her films, gave a further demonstration on Monday and Tuesday, August 13th and 14th, by flying from Hollywood to New York in an air mail plane. Just 36 hours elapsed between the taking off in California and the alighting near New York City.

She was met at the flying field by Thomas Meighan, whose guest she was at the Meighan estate on Long Island during her New York stay. On the page containing the Spanish news she is pictured at the moment of leaving the speedy plane which betters the train trip from Coast to Coast by more than two full days.

A PRETTY SHREWD SENTIMENT

The Daily Sketch of London said this of "Paying the Penalty" (which is the English title of "Underworld"):

"Paying the Penalty" might well be called "The 'Beau Geste' of Broadway."



"2nd Year" have been painted in as well.

These two achievements for "Wings" tell their own story of the power of the picture. And elsewhere you will find evidence of the picture's continued success in Australia and other parts of the globe.

THREE 'BROTHERS.' Visit to the Paramount Building in New York paid by Lane Chandler, Leslie Fenton and Gary Cooper, following the filming of "The First Kiss" at Chesapeake Bay, Maryland. These players are three of four brothers in the Paramount picture, in which Fay Wray is the heroine, and Rowland V. Lee the director.



"THE FOUR FEATHERS" SUCCESSOR TO "CHANG"

A MIRACLE THAT TEN YEARS AND A PARAMOUNT PICTURE ACCOMPLISHED

Famous German aerial aces who came to London to see "Wings" at the Carlton Theatre in company with Colonel W. A. Bishop, V. C. Reading from left to right: Major Keller, Captain Thomas, Herr Frommherz, Captain Bølle, Colonel Bishop (in chair), Herr Von Bismarck, Dr. Zeigler, Mr. Winter (a British airman).—



In 1918 the picked airmen of two great nations sought to destroy each other in the air over a third great nation's soil. In 1928, just ten short years later, these same men meet together in a London club, and over drinks and cigars recall the enormously different circumstances of their previous meetings. And then, as of a common impulse, the men board taxis and proceed to the Carlton Theatre to witness a screening of Paramount's epic of the air, "Wings." But wait, let us have the London Daily Mail of July 3rd tell the story in its inimitable fashion:

GERMANY'S AIR ACES GUESTS OF BRITISH V. C.

Colonel Bishop, V. C., the Canadian air "ace," gave a party in the West End of London last night to 8 famous German air "aces"—several of whom had fought him in bitter air duels in the war.

The party was one of the strangest that can ever have been held in London. Sitting in evening dress, placidly smoking cigars, the former enemies recalled how they fought in the rapidly receding days of the war.

Like sportsmen describing famous "bags," they recounted the number of enemy machines to their credit, not speaking, boastfully, however, but with a professional interest.

Colonel Bishop could confess to no fewer than 72 victories. The best record among the Germans was that

of Captain Carl Bølle, at one time the leader of the famous Boelcke squadron, who had a record of 36.

Capt. Bølle, a jovial fresh-colored man with clean-shaven face and youthful air, seemed to find a great bond of friendship in the fact that he and Col. Bishop could almost definitely identify a fight they had together.

"It was over Ypres, in 1917," Capt. Bølle told a Daily Mail reporter. "We have recalled the whole incident."

Another celebrated German ace in the party was Capt. Hermann Frommherz, who destroyed 33 machines. One of the best-known German night bombers who made frequent raids on Paris was also in the party.

The evening must have been a particularly strange one for the airmen, as they all went to see the film "Wings," in which are shown, with terrifying realism, air fights between German and American pilots.

Jesse L. Lasky has drawn aside the veil of mystery which has surrounded the expedition of Merian Cooper and Ernest Schoedsack into the heart of Africa ever since the producers of "Grass" and "Chang" left for the British Sudan a year ago.

The four weeks since the film adventurers arrived in Hollywood with two score reels of exposed negative—the result of a year's danger and hardship—have been occupied by a series of conferences. Now Lasky announces that Cooper and Schoedsack have successfully fulfilled the mission on which they were sent in 1927 by bringing back invaluable pictorial material for "The Four Feathers," one of the most important pictures yet attempted by Paramount.

September 24, Mr. Lasky further disclosed, these two adventurers will begin work at the Paramount studio directing episodes which will be woven with pictorial material already obtained into an epochal photoplay combining the best features of the natural locale type of drama with advantages of story telling made possible by studio technique and facilities.

"The Four Fathers' will be a production of road show dimensions," he continued. "It marks the first serious attempt to combine the best production made possible by studio facilities with the most impressive dramatic forces in nature. It is not a travel picture. Before Cooper and Schoedsack left they had worked out with Hope Loring a complete adaptation of A. W. Mason's tremendously dramatic story. I say unreservedly that 'The Four Feathers' will far surpass 'Chang'."

MELVILLE A. SHAUER, Nowy reprezentant Departamentu Zagranicznego PARAMOUNTU w Europie.

Melville A. Shauer, który od października roku 1927 pracuje w Departamencie Zagranicznym PARAMOUNTU i niedawno, bawiąc w Europie, odwiedził także Polskę, mianowany został specjalnym przedstawicielem tego Departamentu na Europę z siedzibą w Paryżu. P. Melville A. Shauer znajduje się już w drodze do Paryża.

Poprzednio Melville A. Shauer był dyrektorem Departamentu Reklamy PARAMOUNTU. Dzięki pracowitości, uczciwości i umiejętności zjednywania sobie i firmie przyjaciół potrafił wybić się i zdobyć tak zaszczytne i wysokie stanowisko, jakie obecnie zajmuje.

Asystentem jego mianowany został Richard Blumenthal, który rozpoczął swą karierę w PARAMOUNCIE w roku 1923, jako zwykły urzędnik biurowy. "Dick" Blumenthal jest znawcą rynku europejskiego i napewno okaże się cennym towarzyszem pracy Melville'a A. Shauera.

P. Blumenthal objął już swe stanowisko.



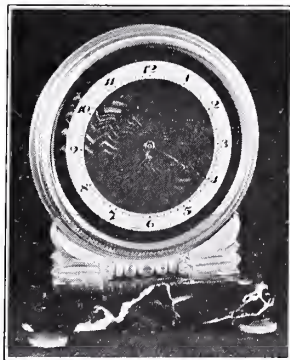
Une production sans égale: Les Ailes, avec Clara Bow, Richard Arlen et Charles Rogers. Ce film, qui relate les prouesses de l'aviation américaine pendant la guerre, remporte un triomphe sans précédent à New-York, où il tient l'affiche depuis plus de 58 semaines dans la même salle. Ce chiffre et le nom des artistes dit assez quel succès il doit remporter en France.

Reproduced above is a very inspiring symbol which the French organization of Paramount is using in connection with the announcing of "Wings" (Les Ailes).

EMIL JANNINGS RENEVA SU CONTRATO

Emil Jannings continuará con la Paramount por largo tiempo. Mr. Jannings ha firmado un nuevo contrato con esta organización y seguirá haciendo películas como El destino de la carne, La última orden y El patriota. Jannings firmó el nuevo contrato con la Paramount cuando el formidable actor estaba trabajando en la impresión de Los pecados de los padres, bajo la dirección de Ludwig Berger.

MISS VIDOR'S GIFT



This is the exquisitely tasteful marble clock which Florence Vidor will present to the general sales manager of the winning division in the October - November - December phase of the 1928 "Greatest Year!" Contest.

"CHANG" BOYS ARE MAKING A NEW PICTURE



Merian C. Cooper and Ernest B. Schoedsack, the intrepid jungle cameramen who gave the world and Paramount the eternal splendor and thrill of "Chang," glimpsed in the foreign department's office in the Hollywood Studio. Having returned from Africa they are at work on the further production work of "Four Feathers," their next picture, a creation that will be as different from anything that has ever been done before as "Chang" was. Behold their background of "Chang" posters—one from Roumania, the other from France.

I Matadori di Spagna Mandano una Sfida Cablografica

PREVEDENDO UN'ALTRA VITTORIA DELL'ITALIA QUEST'ANNO

A pagina 15 appaiono degli accenni di città a cui è possibile che i premi del Concorso di quest'anno possano andare. C'è una riproduzione di Genova, presa dall'aria, con sotto la dicitura: "(H) è Genova, una delle partecipanti alla vittoriosa campagna di portare in Italia, l'anno scorso, la scrivania del Sig. Zukor. Corrado di Simone è direttore degli uffici Paramount di questa città nel territorio di David Souhami ed egli è anche di coloro che affermano che non c'è niente di male se la stessa divisione vince due anni consecutivi."

"THE PATRIOT" ("IL PATRIOTA") S'INIZIA A NEW YORK PER UNA LUNGA STAGIONE

Giovedì 16 agosto venne celebrata l'apertura della magnifica cinematografia di Emil Jannings, "The Patriot" ("Il Patriota") già da lungo preannunziata. La première ebbe luogo al Rialto Theatre, alla presenza di una elettissima schiera d'intervenuti ed il giorno seguente i giornali pronunciarono i più lusinghieri giudizi sulla cinematografia. Fu in questo stesso teatro che tre altre produzioni di Jannings—"The Way of all Flesh" ("Il destino di tutti")—"Variety" ("Varietà") e "The Last Command" ("L'ultimo comando") incontrarono tre stagioni di straordinario successo. Si prevede che "Il Patriota" vi resterà per parecchi mesi.

I DONI DELLE STELLE DELLA PARAMOUNT

Sparsa ovunque in questo numero, troverete illustrazioni di doni. Ognuna di queste illustrazioni è accompagnata da episodi, in inglese, i quali collegano questi doni ai nomi delle stelle. Queste illustrazioni sono riproduzioni individuali dei doni che appaiono collettivamente a Pagina Dodici, i quali vengono mostrati separatamente allo scopo che voi possiate meglio vedere il dono particolare che voi credete vi giungerà alla fine del Concorso.

ALLA PUBBLICITA' ITALIANA VIENE DATA LA MIGLIORE CONSIDERAZIONE

I vari articoli di pubblicità italiana che vengono regolarmente ricevuti dall'Ufficio Centrale di New York vengono messi in mostra con arte nel dipartimento di Pubblicità Estera, ov'essi suscitano molto interesse nei numerosissimi visitatori d'oltremare che vengono a vedere questo dipartimento. In queste esposizioni appare il "Notiziario Paramount" e l'eccezionalmente geniale organo locale "Paramount." Vi sono inoltre sempre in mostra affissi italiani.

LE STELLE DELLA PARAMOUNT DONANO MAGNIFICI PREMI

Il mese scorso annunziamo che le stelle della Paramount hanno donato dieci premi speciali per la Divisione che fa il più grande progresso nei mesi di ottobre, novembre e dicembre in paragone dello stesso periodo coprente questi tre mesi durante tutti gli anni della storia della Divisione. Questo mese illustriamo tutti questi premi a Pagina Dodici ed anche illustriamo i premi individuali in vari punti di questo numero.

Nozze

Il 21 del corrente mese, a Boara Polesine, il collega Pietro Alabrese, dell'Agenzia di Roma, si è unito in matrimonio con la signorina Giannina Carrer.

Agli sposi, i nostri più sinceri auguri.

LA PAGINA D'ONORE

Come un altro segno d'onore per distinguere coloro che si fanno effettivamente strada, designiamo questa pagina opposta alle "Situazioni" come la Pagina d'Onore. D'ora innanzi appariranno in questa pagina, nella lingua del paese d'origine, le notizie della divisione che ha la buona fortuna di essere capofila delle "Situazioni" per quel dato mese. Questo sarà un tributo extra alle benemerenze di quella particolare Divisione.

I PREMI OFFERTI DIRETTAMENTE DALLA ORGANIZZAZIONE PARAMOUNT

Vi sono due categorie di premi differenti, i quali vengono offerti ai Legionari della Paramount durante questo concorso del 1928 "L'anno più grandioso!" Vi sono i premi speciali delle stelle, di cui è già stata fatta menzione; e poi vi sono i premi della organizzazione Paramount, che sono già stati annunziati da parecchi mesi. Questi consistono in una Placca, Stendardo e Pergamena, oltreché nei meravigliosi premi in contanti e in parecchie altre attrattive, e ci dà grande piacere invero di poterli illustrare in questo numero per vostro beneficio.

"WINGS" ("ALI") NEL SUO SECONDO ANNO

Il 12 agosto, la epica dell'aria Paramount "Wings" ha completato il suo primo anno al Criterion Theatre di New York City. Anche prima di quest'epoca, i funzionari della Paramount decisero che questa film rimarrebbe per lo meno fino al 1° gennaio 1929. Perciò la gigantesca insegna che figura sulla porta del teatro—e da noi illustrata in queste colonne—è stata dipinta di nuovo.

LA PARAMOUNT

non si contenta di offrirvi
i più bei films
Vi aiuta anche a presentarli al Pubblico

Il Concorso del 1928 "L'anno più grandioso!", svolgendosi positivamente nei suoi ultimi mesi, ha ricevuto un'addizionale dose di stimolante mediante l'invio di un cablogramma da parte del Direttore Amministrativo M. J. Messeri, capo della divisione dei Matadori di Spagna e Portogallo. Il messaggio, indirizzato al Sig. Shauer, era concepito nei seguenti termini:

"Convenzione Matadori celebrata sabato scorso (28 luglio). Fu uno straordinario successo. Tutti entusiastici sul nuovo prodotto e congratulano cordialmente il Sig. Lasky e tutti i responsabili di questa meravigliosa consegna. Esibitori di tutta la nazione disputansi questo prodotto. Questo è veramente l'anno più glorioso della Paramount e maggiormente tale per i Matadori i quali affermano di essere a prova di fuoco per la vittoria del Primo Premio. Non avete che ad osservare questa divisione. Distinti ossequi. (fto.) Messeri."

"IL PATRIOTA" PROVOCA UN LUSINGHIERO RADIOGRAMMA DA BERLINO

Quasi in coincidenza con la première di straordinario successo della film "Il Patriota" al Rialto Theatre di New York City, è stato ivi ricevuto dal Sig. Seidelman il seguente cablogramma supremamente lusinghiero, da parte di Ike Blumenthal, direttore amministrativo della Paramount per la Germania e per l'Europa Centrale:

"Abbiamo oggi visto qui 'Il Patriota.' Riconosciamo ch'essa è la più grande film che sia mai venuta in Europa. La cinematografia è un capolavoro. Estenda congratulazioni a coloro che ne sono responsabili. Lei

EMIL JANNINGS FIRMA IL NUOVO CONTRATTO PARAMOUNT

Emil Jannings resterà colla Paramount a Hollywood per molto tempo a venire. Egli ha appunto firmato un nuovo contratto con questa organizzazione e continuerà a fare films di primissima qualità del genere di "The Way of All Flesh" ("Il destino di tutti") "The Last Command" ("L'ultimo comando") e "The Patriot" ("Il Patriota"). Il nuovo contratto venne firmato mentre l'astro caratterista più famoso del mondo stava lavorando nella film "Sins of the Fathers," ("I peccati dei padri"), sotto la direzione di Ludwig Berger.

LA STIMOLANTE SFIDA DELL'EUROPA CENTRALE

Il 19 agosto si è conclusa a Berlino la prima Convenzione dei Paramountesi dell'Europa Centrale. Fu un evento altamente entusiastico ed alla fine, i delegati riuniti, firmandosi 'I Paramountesi dell'Europa Centrale,' inviarono il seguente cablogramma al Sig. Seidelman di New York.

"Chiudesi stasera prima Convenzione Paramount dei Paramountesi dell'Europa Centrale. Tutti i delegati altamente entusiastici su prodotto e avvenire. Conti su noi che faremo l'impossibile per mettere la Paramount al posto che le appartiene nel nostro primo anno di attività."

può raddoppiare la mia quota per la Germania. La cinematografia verrà messa domenica sullo schermo per funzionari dell'Europa Centrale. (fto) Blumenthal."

ANNOUNCEMENT OF NEXT LLOYD PICTURE

(Continued from page 3)

more than the usual time allotted to "preparing" in outline his story in complete detail. This has been necessitated by the growth of the "sound" picture, which in a measure has brought about a new method in the development of motion picture comedy.

While purposely avoiding the much overworked underworld theme, a considerable portion of the new Lloyd story will be set in San Francisco's Chinatown. Much stress will be laid on the mystery element, with the general idea of the story being selected, aside from its wide-open comedy possibilities, for the effective openings for sound accompaniment.

In selecting a leading lady this time, Lloyd faces a doubly hard task, for the quality of voice will have to be considered along with looks and ability.

Lloyd is not as yet prepared to make a definite statement as to his plans regarding dialogue in his

films. He has given every angle of this situation the most careful scrutiny, but feels that his plans in this respect will have to remain secret for the present, at any rate.

"DE PATRIOT" ALS INSPIRATIE VOOR EEN AANMOEDIGEND RADIO-TELEGRAM VAN BERLIJN.

Bijna tegelijk met de première van de "Patriot" in het Rialto Theatre, te New York, heeft de Heer Seidelman een telegram ontvangen, waarin de Heer Ike Blumenthal, de algemeene vertegenwoordiger van Paramount in Duitsland en Midden Europa, ziji lof en entoesiasme tot uitdrukking brengt:

"Wij hebben hier vandaag "De Patriot" gezien. Erkennen deze film, als het grootste succes, dat ooit door Europa uit Amerika ontvangen. Feliciteer namens mij allen, die aan het vervaardigen van dit meesterwerk hebben meegewerkt. U moogt mijn quota voor Duitsland verdubbelen. Zal de film Zondag vertoont voor Midden-Europeesche vertegenwoordigers."

(Geteekend) Blumenthal.

Hoogst Belangrijk Nieuws voor Nederlandsche Paramounters

DE HEER E. E. SHAUER IN EUROPA

De Commandant van het Paramount Vreemdenlegioen, de Heer E. E. Shauer, is bij het lezen dezer regelen weer van zijn jaarlijkse Europeesche reis terug in New York. Wij beschouwen den goeden indruk, dien hij uit Europa meebrengt als een voldongen feit en verwachten van den Heer Shauer tevens eenige complimenteuzen woorden, ter publicatie in ons orgaan, aan het adres der Nederlandsche Paramounters.

HET TWEDE JAAR VAN "WINGS"

Op 12 Augustus jl. beëindigde "Wings" haar eerste speeljaar in het Criterion Theater, te New York. Juist voor het plaatshebben dezer heuglijke gebeurtenis, besloot de Directie van Paramount, de film tenminste tot 1 Jan. 1929 in het Criterion Theater aan te houden. Als gevolg van dit besluit, werd het groote, electrisch verlichte reclamebord, hetwelk wij in dit nummer reproduceeren, onmiddellijk overgeschilderd.

DE OLYMPISCHE SPELEN ALS VOORBODE VAN PARAMOUNT SUCCES IN HOLLAND

Er rust thans een groote verantwoordelijkheid op de Nederlandsche Paramounters; nu de roem van Amsterdam en het schilderachtige Holland, door middel van de Olympische Spelen over alle werldeelen wordt verspreid, moeten de Paramounters in dat hoekje van de wereld ook dien roem tot uitdrukking brengen in het 1928-concours. Het puikje van allenaties, de krugtigste atleten van alle volken zijn in Amsterdam samengestroomd om later naar hun haardsteden terug te keeren, onder den indruk van het schitterend vertoon en de gastvrijheid der Hollanders. Die goede indruk moet iets blijvends worden en ons inziens kunnen de Nederlandsche Paramounters daartoe bijdragen, door niet uitsluitend als gastheeren uit te blinken, doch door iedereen de loef af te steken in het 1928-Concours. Het zou een uitnemend voorbeeld zijn voor de buitenwereld en tevens een aansporing voor Uw buitenlandsche collega's.

BEBE DANIELS HOUDT VAN HOLLAND

Een paar weken geleden mocht het Hoofdkantoor zich verheugen in een bezoek van de Paramount filmster, Bebe Daniels. Mejufrouw Daniels bleef een halven dag in gesprek met verschillende afdelingschefs, te beginnen met den Heer Seidelman en eindigde haar bezoek met een kijkje in de buitenlandsche afdeling, waar men haar eenige Nederlandsche Bebe Da-

DE MATADORS STUREN EEN TELEGRAFISCHE UITDAGING.

Hoewel de 1928 campagne en het daaraan verbonden concours, tegen het einde van het loopende jaar, aan intensiteit toeneemt, vond de Heer M. J. Messeri, de Directeur der Matador Divisie (Spanje en Portugal) het wenschelijk daaraan, nog eens extra kracht bij te zetten, door het zenden van het volgende aan den Heer E. E. Shauer gerichtete telegram:

"Matador Conventie verleden Zaterdag gevierd (28 Juli). Buitengewoon succes. Allen opgetogen over nieuwe films waarmee wij den Heer Lasky hartelijk feliciteeren. Alle Spaansche bioscoopexploitanten vechten om nieuwe films. 1928 voorzeker het beste jaar van Paramount speciaal wat betreft de Matadors, die den eersten prijs van 'concours reeds als gewonnen beschouwen. Vriendelijke groeten

(Geteekend) Messeri."

HET GESPREK VAN DEN FILMDAG

(door N. P. F. Vandenstein)

DE GELUIDFILM

De Geluidfilm, of Sprekende Film, of "Talkie" zooals de Amerikanen deze nieuwe phase van ontwikkeling in de bioscoopwereld reeds slagvaardig gedoopt hebben, heeft eindelijk haar intrede gedaan in het Paramount Theater, in New York. De eerste film met geluid reproductie is een Richard Dix productie, getiteld "WARMING UP," een geschiedenis uit het leven van een beroeps baseball speler; en hiermede is voor Paramount een nieuwe periode in het bestaan onzer organisatie ingeluid. Het is de eerste stap, die weldra een algeheele ommekeer teweeg zal brengen in de ontwikkelingsgeschiedenis van de film.

Wij zullen ons niet verdiepen in de technische bijzonderheden van de verschillende geluidfilms, die in den loop der laatste jaren op Broadway te zien en te hooren waren, doch het is thans zaak ons eens af te vragen, hoe het publiek, hoe 'the man in the street' op de geluidfilm reageert. Want al moge de uitvinding mooi zijn, het groote publiek, de bioscoopliehebbers, die per slot van rekening ons bedrijf gaande houden, aan hen moeten wij de beslissing overlaten, of de geluidfilm op den duur in den smaak valt, of niet.

Is de tijd rijp voor een sprekende film? Is de groote massa genegen van het 'stille drama' af te stappen? Ziedaar de twee voornaamste punten, die wij onder het oog moeten zien.

De eerste vraag kunnen wij aantsonds bevestigend beantwoorden. Wij zouden haast zeggen; de tijd is altijd rijp voor iets nieuws. Wij hoeven daarvoor slechts in de geschiedenis en evolutie van zoovele andere uitvindingen terug te blikken. Het practisch gebruik van stoom en electriciteit, de telefoon, de telegraaf, de bioscoop, kortom geen enkele uitvinding kwam in

niels affiches toonde. Zij bekende, dat zij een zwak heeft voor de lage landen aan de zee en dat zij op haar volgende Europeesche reis niet zal verzuimen een bezoek te brengen aan Amsterdam.

een periode zonder kans op succes in de praktijk, doch in tijden, dat die uitvindingen, van welken kant men ze ook beschouwt, 'aan een reeds lang gevoelde behoefte voldeden.'

Vanaf het begin der film, heeft er een soort vriendschappelijke vijandschap bestaan tusschen het bioscooptheater en het toneel, zonder dat wij de overwinning aan een dezer beiden kunnen toekennen. De film had haar voordeelen, met name: onbeperkte beschikking over tijd en plaats van handeling en wisseling van tafereel. Het toneel had het voordeel van het gesproken woord. Deze voordeelen zijn vereenigd in de sprekende—of geluidfilm. Wat de geluidfilm ons thans biedt is in't kort samengevat: onbeperkte tijd en plaats van handeling, het gesproken woord, de reproductie van elk geluid, waardoor de film ongetwijfeld boeiender en interessanter wordt en de spanning verhoogd en tenslotte de muzikale begeleiding. En zelfs, als wij alle voordeelen wegcijferen en de muzikale begeleiding, de schitterende orkestmuziek overhouden, is het pleit van de geluidfilm reeds gewonnen. Menschen, die niet in de gelegenheid zijn geregeld groote bioscooptheaters te bezoeken, en zich tot nog toe, ondanks de lofwaaardige krachtsinspanning van 'de twee violen en een bas' moesten ergeren aan piepende, knarsende piano's en krassende violen, kunnen thans zonder vooroordeel van film en muziek genieten. Wat een practzaken voor de dorpsbioscoop!

De geluidfilm is thans nog een nieuwtje. Maar wij leven in een snellen radio-vliegmachine tijd. De evolutie op allerlei gebied grijpt zoo snel om ons heen, dat het hooren en zien vergaat, voor wie zich niet onmiddellijk aan nieuwe stadia van ontwikkeling aanpast. Maar het nieuwtje is er weldra af. Het zal niet lang duren, of wij beschouwen de geluidfilm als iets vanzelfsprekends, die — om nogmaals een geijkten term te gebruiken — in een dringende behoefte voldoet en ons binnenkort met een

DE HEER JOHN W. HICKS JR. IN JAVA

De Paramounters in Java genieten het groote voorrecht van een persoonlijk bezoek van den Heer John W. Hicks Jr. den Hoofdverteenwoordiger van Paramount in Australie, Nieuw-Zeeland en omliggende gewesten, Java inbegrepen. Na het laatste bezoek van den Heer Hicks in 1924, is de Java'sche afdeling van Paramount, onder de bekwame leiding van den Heer John A. Groves en diens uitgelezen schaar medewerkers, met reuzenschreden vooruit gegaan. Het bezoek aan Java van den Heer Hicks had verleden maand plaats en in zijn capaciteit als leider der 'Blue Ribbon Bunch' verwachten wij in ons volgend nummer de door den Heer Hicks voorgestelde wijzigingen, aanstellingen en promoties te kunnen aankondigen. Wij hopen U in een onzer volgende exemplaren de indrukken van den Heer Hicks volledig te kunnen weergeven.

PARAMOUNT STERREN SCHENKEN SCHITTERENDE DONATIE'S

Verleden maand deelden wij reeds mede, dat de Paramount Sterren tien prijzen beschikbaar hebben gesteld voor de Divisie, welke den grootsten vooruitgang toont gedurende October, November en December, vergeleken met eenig ander laatste kwartaal in de geschiedenis der Divisie. Op pag. 12 van dit nummer vindt U die tien prijzen geillustreerd. Illustraties der individuele prijzen zijn over verschillende bladzijden in dit nummer verspreid.

DE PRIJZEN DER PARAMOUNT ORGANISATIE ZELVE

De prijzen voor de Paramounters voor het winnen van het 1928-Concours, zijn in twee geheel verschillende groepen ondergebracht. Ten eerste, de speciale prijzen der Paramount Sterren, waarvan wij reeds melding maakten en ten tweede de prijzen der Paramount Organisatie zelve, welke wij reeds eenige achtereenvolgende maanden gepubliceerd hebben. Deze laatste groep bestaat uit een schitterend uitgevoerd Plakkaat, een Banier en een Oorkonde, alsmede royale geldprijzen en diverse aansporingen, welke wij met genoegen in dit nummer geillustreerd publiceeren.

gevoel van medelijden vervult voor den exploitant, die zijn publiek een 'stille' film voorzet...als die er dan nog is.

Wie niet met zijn tijd meegaat, blijft achter en dit is maar al te zeer waar in de zakenwereld. En de Paramount Maatschappij is altijd met den tijd meegegaan. Weliswaar voorzichtig, doch grondig, hetgeen een kwestie van goede zakenpolitiek is en verhoogde kans op succes.

En het succes der geluidfilm is verzekerd.

THESE PRIZES

for special efforts during OCTOBER, NOVEMBER, DECEMBER 1928

HERE they are — the personal prizes of the Paramount Stars to the Paramount Legionnaires. They are to go to the Division which during the months of October, November and December makes the greatest progress compared with achievements during these same three months in any other year of the Division's existence. This much was announced in the big splash made in last month's issue, and at the same time mention was made of the prizes themselves. This month, however, we are able to show you just what the prizes look like, by illustrating them collectively in the centre of this page, and giving you close-ups of them in various other spots throughout the issue.

These prizes have all been actually purchased by the star donors and have been turned over to the Foreign Department, where they will be held until the time for engraving and disposition arrives. Then, in the early months of next year, they will go forth to the fortunate division, and to the Legionnaires whose great efforts have won the gifts.

And now permit us to once again identify the gifts, it being of course understood that each of these gifts will be accompanied by a personal letter from the star, and a personally autographed photograph.

At the left of the top row is the silver mounted humidor which Evelyn Brent has presented, and which will be awarded to the foremost shipping clerk of the winning division in this October-November-December Contest.

To the right is George Bancroft's contribution—a solid leather traveling bag which goes to the accountant of the winning branch of the winning division.



Ten Splendid Prizes From Ten Generous Stars

And now you actually see them! The prizes which have been given to the final-three-months-of-the-year phase of our 1928 "Greatest Year!" Contest by Clara Bow, Emil Jannings, Fay Wray, Evelyn Brent, George Bancroft, Bebe Daniels, Adolphe Menjou, Florence Vidor, Esther Ralston and Richard Dix. Read more about them in the adjoining columns, pick out the one you are going to win—and then go to it!

The centre piece is the solid silver plate, gift of Emil Jannings, which goes to the general manager of the winning division.

Immediately in front of the plate is the combination pocket lighter and watch which is the gift of Esther Ralston. This goes to the leading salesman of the winning division.

At its left is the solid silver cigarette case, gift of the inimitable Clara Bow. It goes to the branch manager whose exchange heads the list in the standings of the winning division.

At the right is the neat little gift of Fay Wray, a solid silver pocket cigarette case. The pre-eminent ad salesman in the winning division will receive this as a reminder of the 1928 "Greatest Year!" Contest.

The exquisite lace fan is the gift of Adolphe Menjou. It was personally selected by him during his recent European tour, and will surely gladden the heart of the winner, who will be found in the person of the premier stenographer of the winning division. This young lady will be selected by the general manager of the division following recommendations from his branch managers.

The clock at the left bears also the stamp of having been selected in Europe with rare discrimination. Florence Vidor made the selection, and the clock will go to the general sales manager of the winning division.

Another clock, the one at the right, is the gift of Richard Dix, and is destined to gladden the heart of one of the Paramount girls. This one will go to the premier film inspectress in the winning division, whose selection will rest with the general manager of the division, following the recommendations of his branch managers.

In the centre of the front row is the silver wrist watch which will carry the engraved name of Bebe Daniels along with the name of the winner. And this fortunate person will be none other than the leading booker of the winning branch of the winning division.

So there you have them! The truly splendid gifts to be won by ten fortunate and deserving Paramounteers. We've got the gifts—you've got the incentive—and the period governed by this phase of the 1928 "Greatest Year!" Contest will commence October 1st.

Os Legionarios Portuguezes Prosegeem o Seu Esplendido Trabalho

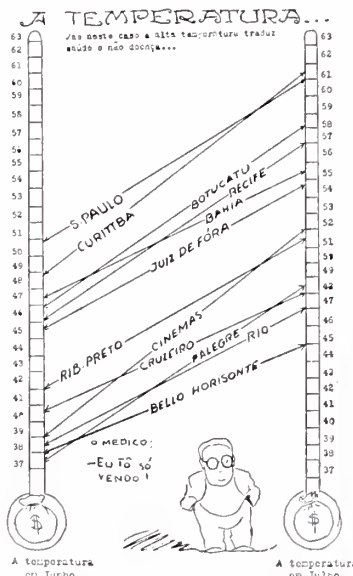
UMA VISITA DE QUADROS JUNIOR A NOVA YORK

Os membros do Departamento Extranjeiro da nossa Casa Matriz têm apreciado muito, durante estas ultimas semanas, o cavalheirismo cordialissimo do nosso amigo e companheiro João Quadros Junior, que continua a empregar o tempo de sua visita a Nova York no mais acurado e metucioso estudo de tudo o que possa interessar á apresentação dos film pelo feito americano.

Ao falarmos da visita de Quadros Junior, não podemos deixar de nos congratular com os paramountezes brasileiros que muito breve irão desfructar directamente, com a boa apresentação das pelliculas Paramount, dos estudos e observações praticas que vae elle fazendo no grande centro cine-theatral de Nova York.

OS PREMIOS DAS ESTRELLAS DA PARAMOUNT

Por dentro das paginas desta edição encontrarão os leitores referencias aos premios que as estrellas da Paramount designaram para os vencedores do Grande Concurso deste anno. Cada uma das gravuras representa o premio que será offerecido por cada artista, e na pagina 12, daremos então uma summula de todos os premios para que todos os paramountezes vejam a natureza de cada um delles.



Reproduzimos esta gravura de uma pagina do "Cá de Casa," o valente órgão interno da Paramount no Brasil, a qual nos dá bem uma prova da pujança da Divisão Brasileira no seu esforço por obter o logar de mais alto destaque no "Grande Concurso" deste anno.

Alta Traição"

Damos nesta edição alguns dos mais entusiasticos rasgos da critica neuyorkina por ocasião da estreia do film "Alta Traição," cujo successo, na metropole americana, foi um acontecimento de alta monta.

VASCO ABREU NA PRIMEIRA PAGINA DE UM DIARIO DE NOVA YORK

A reconhecida habilidade radio-telegraphica de Vasco Abreu, esforçado e intelligente chefe de publicidade da Central da Paramount no Rio, ganhou-lhe noticia de destaque na primeira pagina do diario "The World," de Nova York, por ocasião da sensacional reportagem radiographica que Vasco Abreu recebeu da expedição Dyott, que se acha no interior de Matto-Grosso em busca do Coronel Fawcett, perdido ha muito tempo nos sertões brasileiros, reportagem essa que Vasco Abreu re-irradiou a um seu amigo radio-operador dos Estados-Unidos e que foi reproduzida em sua integra pelo referido diario e outras folhas de grande circulação da America.

MR. SHAUER FAZ A SUA VIAGEM ANNUAL

Mr. Emil Shauer, director geral do departamento extranjeiro da Paramount, seguiu a 1 de Agosto em sua viagem annual á Europa. Em companhia de Mr. Shauer seguiu Mr. Frank Meyer, assistente-secretario da Paramount e gerente geral do departamento de compras. A ausencia dos dois paramountezes será de curta duração, pois em Setembro proximo devem estar elles de volta, em Nova York.

OS PREMIOS DESTE ANNO

A Divisão dos Matadores, ainda sentindo os resaios da victoria do anno passado, parece que está fazendo força para a obtenção dos valiosos premios offerecidos este anno. Os premios que a Paramount offerece são, na verdade, para encher d'agua a bocca de muita gente. Ademais destes, porém, eis que os artistas da Companhia saem a campo, offerecendo cada um delles um premio especial aos vencedores do concurso de vendas e collocação de films este anno. A apuração total nos meses de Outubro, Novembro e Dezembro irá dizer a quem caberá a victoria.

O "CÁ DE CASA" SEMPRE VENCEDOR

O órgão dos paramountezes do Brazil continua na primeira linha — sempre excellente em suas informações, sempre merecedor de todos os encomios pelos rasgos de boa orientação do seu editor. Seja qual fôr a posição que o Brazil venha a desempenhar no concurso deste anno, o que não se pode deixar de mencionar é que o "Cá de Casa" vae evidando todo o seu prestigio para levar os seus legionarios á victoria. Bravos!

A POSIÇÃO DOS CONCORRENTES AO CONCURSO

Quando lêrdes as apurações do concurso, á pagina 5, não vos deveis esquecer que a esse tempo já o Concurso de 1928—"o Anno do Grande Exito"—estará somente a tres mezes de distancia do seu encerramento. Não vos descuideis, pois, de evitar todos os esforços para a victoria do vosso nome.

ARTISTAS QUE NOS VISITAM

Entre as celebridades da télia que nos visitaram ultimamente, contamos com a surpresa que nos causou o outro dia a espirituosa Bebe Daniels, que, em companhia de John Loder, recentemente contractado pela Paramount na Inglaterra, nos fez uma ligeira porém mui agradável visita. Durante a nossa palestra, garantiunos Miss Daniels que o seu premio ao vencedor do concurso será acompanhado de uma cartinha do proprio punho como tambem de uma photographia dedicada ao vencedor.

OVER THE TOP IN BRAZIL

(Reprinted from "Cé de Casa")
28 SEMANAS
Semana 14/7/928
OVER

Curityba	61,54%
S. Paulo	61,16%
Botucatu	58,11%
Recife	57,02%
Bahia	55,55%
Juiz de Fôra.....	55,00%

UNDER

Cinemas	52,16%
Ribeirão Preto.....	51,61%
Porto Alegre.....	48,48%
Cruzeiro.....	48,21%
Rio de Janeiro.....	47,25%
Bello Horizonte.....	45,12%

GERAL : QUOTA
54,13% 53,85%

A BELLEZA DAS FORMAS



Não precisamos dizer que esta bellezinha é a nossa palpitante, vibrante, encantadora Clara Bow, a deliciosa estrella de "The Fleet's In," sua ultima pellicula para a Marca das Estrellas.

As Illustração de "Cá de Casa"



Recebemos sempre com grande interesse as edições do excelente mimiographico "Cá de Casa" em cujas paginas se encontram as mais intelligentes referencias á nossa marca e as magnificas "charges" que tão bem dizem do valor dos artistas do lapis a serviço da agencia do Rio. O espirito das duas paginas do "Cá de Casa" que aqui reproduzimos está tão patentemente claro, que os seus dizeres não carecem de traducção para que sejam comprehendidos pelos paramountezes de todos os paizes por onde circula o "Paramount Around the World." Parabens ao espirituoso e habil desenhista.

NA VIRADA

(Reprinted from "Cá de Casa" of Brazil)

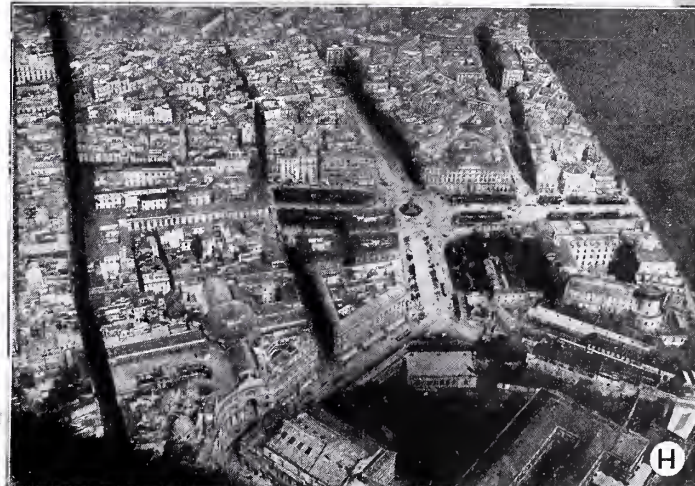
A corrida continua
Mais chispada cada vez,
Mas Curityba este mez
E' quem commanda a fieira!
S. Paulo perdeu a ponta
Mas diz que é "sopa", que é
"canja":
—Curityba não arranja
P'ra ficar na dianteiral

Recife, que vinha atraz
Não mais está jururu.
Precede-o Botucatu
Que vae mesmo de roldão.
A Bahia piza firme
De Juiz de Fôra na linha,
E a tropa, toda juntinha,
Vae abrindo em galopão!

Os Cinemas, Ribeirão,
Com Porto Alegre e Cruzeiro,
E o proprio Rio de Janeiro
Vem ensaiando a virada;
E a poeirada só cobre,
Num golfão desatinado,
Bello Horizonte, coitado,
Que fecha atraz a rabada!

Mas em meio a isso bolo
Muita gente boa vem
Correndo assim como quem
Mais pode correr que assim...
E as posições do momento
Podem muito bem mudar,
Pois ninguem tem o lugar
Garantido até ao fim!

WILL ANY OF THESE CITIES WIN THE PRIZES?



There continues to develop a deep sense of speculation as to which of the world's cities will win the really grand prizes which have been awarded to the 1928 "Greatest Year!" Contest by the Paramount Organization and the Paramount Stars. One month it seems that a certain array of cities will participate in the rewards; the next month it is another cluster of cities. It's certain, though, that the race for the rewards will be won by those cities which most fully realize that every minute counts, that every possibility must be looked after, and that deep concern must be paid the fact that economy is just as vital a factor

as gross receipts. And these facts being what they are, let's look at the cities constituting this month's line-up of nominees for the prizes. Topping the layout at the left is Valparaiso, in Benito del Villar's territory. Exequiel A. Puelma is manager here, and is cordially emphatic in his belief that the prize award list will contain the name of Valparaiso, Chile. (B) is a glimpse of one of the main streets of Valencia, Spain. If you would believe that Spain is set to head the prize lists you would only need to read Mr. Messeri's letter elsewhere to have your beliefs cemented. In Valencia the manager is Vicente Saiso, and he'll tell you that Valencia produces not only oranges and song titles—but also practical results. (C) is Melbourne, one of the major Australian cities of John W.

Hicks' Blue Ribbon territory. Here the manager is Bert Kelly, and Claude Henderson is district manager. Melbourne's wonderful current record with "Wings" seems a mighty fine augury for success. (D) gives us an aerial view of Casablanca, Morocco, where Georges Jauret is manager in this far-flung outpost of Adolphe Osso's gigantic division. However, the contest prizes, like the contest itself, know no limitations of space or distance. (E) is—need we tell you?—London, the pulsing nerve centre of John C. Graham's Division One. Here is the radial spot of tremendous activity, with Montagu Goldman, O. V. Traggardh, Harold Walker and Oswald H. Cohen among the chief distributors. (F) is Buenos Aires, Argentina, headquarters of a Division with the habit of starting at the lowest point in the standings when the year is

young, and ringing the bell at the top when the year is ended. Maybe Fred Lange, general manager, and Sigfried Bauer, manager, will divulge the secret and purpose of this operation. (G) is La Paz, two miles up in the air in the Andes of Bolivia, South America. Honorio Garcia is Paramount's representative in this most unusual location, but not even the miniature nature of his agency will preclude the possibility of some of the prizes going to La Paz. (H) is Genoa, one of the participants in the successful campaign to take Mr. Zukor's desk to Italy last year. Corrado De Simone is manager in this exchange of David Souhami's territory, and he also believes in the fact that there is nothing wrong in the same division winning two years in succession. Well, we shall see what we shall see!

A Page of Peppy Paramount Personalities

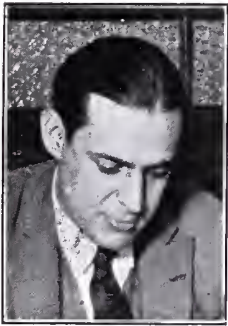
THIS IS MR. KUZMIN

A few months ago we had a story in these columns about Mr. A. Kuzmin, branch manager of our Riga, Latvia, exchange. At the time we did not have a photograph of the subject of our story. Gus Schaefer, general sales manager for Central Europe, was good enough to remedy the situation; so we now take much pleasure in introducing you to Mr. Kuzmin, and to assure you that he is certainly continuing the good Paramount work in Latvia.



A. Kuzmin

BAUER OF B. A.



Sigfried Bauer

We have reproduced this picture of Sigfried Bauer here, not because we have anything specific to say about him at this juncture, but because we instinctively feel that he must have quite a bit to do with the swiftly ac-

celerating momentum of the Argentine Division in the Standings of the 1928 "Greatest Year!" Contest. At the same time we will take advantage of the occasion to mention the fact that Mr. Bauer is branch manager of the Buenos Aires Exchange of Paramount, and that this exchange must be made very happy by the Standings shown this issue.

HELPING JAPAN PROGRESS

Since the first publication of the Standings, Japan has been a way up in the loftiest altitudes, due principally to the principle of securing a good early start. One of the staunchest advocates of this practice is J. E. Perkins, manager of the Tokyo Exchange. Though he has not voiced to us in words the actual sentiment, it is said that he believes Japan will finish at the top of the list, and win every prize it is possible for one Division to win.



J. E. Perkins

M. Marcel Ollier vient d'être nommé chef du Service Exploitation de l'Agence de Marseille. Ce poste va permettre à celui-ci d'étendre les manifestations de sa compétence à une grande partie de la région du Midi.



M. Ollier

Inutile de présenter Ollier aux Paramountiers: qui ne connaît, en effet, celui qui est un des plus jeunes et vaillants d'entre eux.

Entré au Service Exploitation de Marseille en août 1926, ses brillantes qualités le firent remarquer de la Direction qui l'appela à Paris pour collaborer au Livre d'Or et étudier les plus récentes méthodes américaines de publicité.

C'est donc avec une connaissance théorique et pratique très profonde qu'Ollier part pour Marseille -- il y va, pour parler comme lui, "gonflé à bloc" -- nul doute que pour les résultats du modernisme et de la variété de ses conceptions d'Exploitation, la Paramount Française n'ait encore à reparler de lui!

FOR "THE WAY OF ALL FLESH"

We have received a copy of a very effective press book which has been issued in Berlin for the benefit of all German exhibitors screening "The Way of All Flesh." In this book all of the important features of the picture have been incorporated, the various ad sales items illustrated, and a lot of space devoted to the actual and successful exploitation of the picture in Berlin and Vienna. Those responsible for the book are to be highly congratulated upon the standard of their work.

LIVINGSTON A MEMBER OF H. O. FOREIGN DEPT.

S. Maurice Livingston, possessor of a knowledge of European film conditions that is eclipsed by few in this industry, has joined the Foreign Department of Paramount, and is for the present assigned to the Home Office, where he is engaged in special work. Mr. Livingstone has a host of friends throughout all of the European countries, he has traveled in every part of the Continent, and it is felt that his association with Paramount will be of great value to this organization.

JUST TOO LATE FOR THIS ISSUE

We're stopping the presses for a moment to add the information that we have just received a bunch of most interesting material from Mr. Messeri, leader of the Matador Division of Spain. It can't make this issue: but it surely will be given merited prominence in next month's issue.

CUBA GETS NATHAN

Early in September, John Nathan, who for some time has held the post of Assistant Manager in the Cristobal, Canal Zone office of Paramount, goes to the Havana office as special representative. While in the Cristobal office John undertook many interesting and colorful missions on Paramount's behalf, his travels taking him far into the wild interiors of Venezuela, Colombia and high up the Andes of Ecuador into quaint Quito. Because of his proven prowess in the piscatorial profession it is said that the fish of Panama breathed a long line of relief bubbles when John took his final airplane flight over the Canal and departed north to New York. Paramount Around the World



John B. NATHAN

NOW IN JAVA

John W. Hicks, Jr., Paramount's managing Director in Australia, New Zealand and the Far East, announces that Andre Olsen, Ad-Sales Manager of Paramount N. S. W. Branch, has sailed for Batavia, Java, to take up a sales position under Jack Groves, General manager for the Far East.



Andre Olsen

Olsen has been connected with the industry for some years, and has had experience in selling in America and also in Scandinavia, where he was manager for Nordisk Films Head Office Exchange. He also held the position of head salesman in Paramount's London exchange.

wishes him every success in his new field of Paramount endeavor.

"WINGS" A WINNER IN RIO DE JANEIRO

This is the exterior of Paramount's Capitolio Theatre in Rio de Janeiro with its special display and decorations for "Wings" on the occasion of the recent highly successful season of Paramount's air epic there. Note the reproduction of a fighting plane hung over the entrance, the lavish display of photos and other evidence of the picture's mightiness, and last but not least, the displaying of the flags of all nations. Brazil can well be proud of its "Wings" record. It has added another illustrious name to the list of countries which are establishing "Wings" records.



THREE HUNDRED DOLLARS FOR PRIZE DESIGNS

On Page 13 are temporary suggestions for the three major Paramount Prizes in the 1928 "Greatest Year!" Contest. These are not final. The final ideas will come from the Paramounteers in the field, who are hereupon invited to send their sketches of what the Plaque, Banner and Parchment should be like. For the best idea for each of these prizes a special prize of One Hundred Dollars (\$100) will be paid by the Home Office in New York, thus making a total of Three Hundred Dollars in all.

Sketches should reach New York by the end of the year, and should be addressed to Mr. J. H. Seidelman. Any and every Paramounteer in the Foreign Legion outside of Home Office is eligible; and every Paramounteer is permitted to send sketches for all three prizes. Moreover, it will be possible for one Paramounteer to win all Three Hundred Dollar prizes.

“Der Patriot” Bewirkt ein Herrliches Radiogramm aus Berlin

PARAMOUNT STARS VERGEBEN HERVORRAGENDE PREISE

Im letzten Monat kündigten wir an, dass die Stars der Paramount zehn Spezialpreise für die Abteilung verleihen, die während der Monate Oktober, November und Dezember den grössten Fortschritt, gemessen an der gleichen Zeitperiode irgend eines Jahres, in der Geschichte der Abteilung, zu verzeichnen hat. In diesem Monat geben wir die Abbildungen der Preise auf Seite 12. Ausserdem bringen wir Illustrationen der verschiedenen Preise separat an verschiedenen Abschnitten dieser Ausgabe.

“DER PATRIOT” EROEFFNET SEINE LANGE SPIELZEIT IN NEW YORK

Die lang angekündigte Premiere des Emil Jannings' Film “Der Patriot” fand nunmehr am 16. August statt. Der ersten Vorstellung im Rialto-Theater wohnte ein erlesen Publikum bei. Am nächsten Tag waren die Zeitungen voll von überaus begeisterten Berichten über diesen Film. Im gleichen Theater liefen auch die früheren Janningsfilme: “Der Weg alles Fleisches,” “Varieté” und “Der letzte Befehl” mit dem bekannten starken Erfolg.

Der Patriot soll für mehrere Monate auf dem Spielplan bleiben.

Zusammen mit der vom sensationellen Erfolg begleiteten Premiere des Films “Der Patriot” im Rialto Theatre, New York City, erhielt Herr Seidelman das folgende ausserordentlich inspirierende Kabel von Ike Blumenthal, Paramounts Generaldirektor für Deutschland und Zentraleuropa:

“Wir haben heute “Den Patriot” gesehen. Wir erkennen, dass es der grösste Film ist der je nach Europa kam. Der Film ist ein Meisterwerk. Ueberbringen Sie den verantwortlichen Personen unsere Glückwünsche. Sie können meine Quote für Deutschland verdoppeln. Werde diesen Film für die zentraleuropäischen Vertreter am Sonntag vorführen lassen. (Gez.) Blumenthal.

VOICE OF JANNINGS TO BE HEARD

The bonds of silence that have kept Emil Jannings' voice from the public in recent years will be broken in his new motion picture, “Sins of the Fathers,” according to B. P. Schulberg, general manager of west coast production for Paramount, whose announcement further discloses that Jannings will speak in the dialogue sequences now being written for the picture.

A few years ago Jannings was one of the outstanding stage stars in Europe. His voice was one of his great assets. Then he left the stage for motion pictures and one

of the most famous voices on the Continent was silenced.

Modern science is bringing this voice back to the public in a motion picture synchronized with spoken dialogue and sound effects. Following the completion of the silent version of “Sins of the Fathers” under the direction of Ludwig Berger, production of the audible sequences will be started on the soundproof stage by Roy J. Pomeroy, director of sound effects at the Paramount studios in Hollywood.

In addition to Jannings', the voice of Ruth Chatterton, who left stardom on the stage to make her screen debut opposite the European star, will be heard in “Sins of the Fathers.”

GERMAN PARAMOUNTEERS CELEBRATE A HAPPY DAY



Here are the Paramounters of the Berlin office celebrating a merry picnic day in one of the incomparable lakeside resorts so charmingly adjacent to the German capital. What a jolly bunch they are: happiness on every face. It's a day like this that gives them new and greater energy in the “Greatest Year!” Contest's race for the Prizes.

EIGENE PREISE DER PARAMOUNT ORGANISATION

Zwei verschiedene Arten von Preisen sind für die “Paramount-Legionäre” im Zusammenhang mit dem Wettbewerb: “1928, das hervorragendste Jahr” vorgesehen. Wir haben die Spezialstarpreise, die wir bereits erwähnt haben und ausserdem die Preise der Paramount Organisation, die wir schon während einiger Monate angekündigt. Sie bestehen aus einer herrlichen Plakette, einem Banner und Pergament. Dazu kommen noch Bargeldpreise und andere wünschenswerte Dinge, deren Abbildungen wir in dieser Ausgabe bringen.

DIE SPENDEN DER PARAMOUNT STARS

Ueber den gesamten Inhalt dieser Nummer sind Abbildungen von Spenden zu finden. In Begleitung mit diesen Bildern sind die betreffenden Stars genannt, die mit den Spenden in Verbindung stehen. Diese Bilder sind die einzelnen Reproduktionen der Spenden. Eine Kollektivaufstellung der Präsente ist auf Seite 12 zu finden. Die besondere, nochmalige Abbildung einer jeden einzelnen Spende für sich geschah deshalb, um Ihnen eine genaue Betrachtung des Gegenstandes zu ermöglichen, den Sie sich als auf Ihren Teil kommend gedacht haben.

DIE EHRENSEITE.

Um aktuelle Leistungen bekannt zu machen, haben wir die Seite gegenüber dem Stand der Filialen als Ehrenseite eingerichtet. In Zukunft werden hier die Nachrichten der Divisionen, welche Aussichten auf die Spitze des Standes in dem fraglichen Monat haben, in der betreffenden Landessprache zum Abdruck gelangen. Diese Neueinrichtung ist ein erhöhtes Tribut für die Leistung der in Frage kommenden Division.

ZENTRALEUROPAS BEGEISTERTE BOTSCHAFT

Am 19. August gelangte die erste Konvention der zentraleuropäischen Paramountler, welche in Berlin abgehalten wurde, zum Abschluss. Sie war ein ausserordentlich enthusiastisches Ereignis. Am Ende der Zusammenkunft sandten die anwesenden Delegaten, welche sich “Paramountler von Zentraleuropa” nennen, das folgende Kabel an Herrn Seidelman in New York:

“Die erste Paramount Konvention der zentraleuropäischen Paramountler wird heute Abend beendet. Alle Delegaten sind über das Produkt und die Zukunft höchst begeistert. Sie können sich darauf verlassen, dass wir unser Aeusserstes daran setzen werden um die Paramount im ersten Jahr unserer Tätigkeit an die Stelle zu bringen, die ihr geziemt.”

EIN ZWEITES JAHR: WINGS

Am 12. August läuft der Paramountfilm “Wings” ein volles Jahr im Criterion Theater, New York City. Kurz vor diesem Jubiläum beschloss die Direktion der Paramount, diesen Film noch wenigstens bis zum 1. Januar 1929 auf dem Spielplan des Theaters zu lassen. Die grosse Aussenreklame des Theaters, deren Bild wir hier bringen, wurde infolgedessen wieder neu hergerichtet.

“DER PATRIOT”

EIN AUSGEZEICHNETES PROPAGANDABUCH FUER “DER WEG ALLES FLEISCHES”

Uns erreichte ein ausgezeichnetes Propagandabuch, das zum Nutzen aller Theaterbesitzer für Deutschland zu dem Film: “Der Weg alles Fleisches,” in Berlin herausgegeben wurde. In dieser Broschüre sind alle wichtigen Besonderheiten dieses Filmes hervorgehoben, ebenfalls Abbildungen der verschiedenen Verkaufsanzeigen. Einen besonders grossen Raum nehmen die praktischen Reklamewinke ein, denen zum grossen Teil der Erfolg dieses Filmes in Berlin und Wien mit zu verdanken ist. Wir können den Herausgebern dieser Broschüre nur unsere höchste Anerkennung für ihre hervorragende Arbeit aussprechen.



BUDAPEST: This is the Paramount office in Budapest, Hungary, where Louis Foldes is manager, under the direction of Gus J. Schaefer, general sales manager for Central Europe. Note the prominence of the Paramount Trade Marks.

"LA GRANDE EPREUVE" *Continued from Page Four*

tribution en Australie, en Nouvelle Zélande, aux Indes Néerlandaises et au Brésil.

"La distribution de 'La Grande Epreuve' en Amérique," dit Mr. Zukor, "est un exemple frappant de la façon de laquelle notre compagnie a l'intention de coopérer avec l'industrie française du film. Je considère ce film comme l'un des meilleurs qui aient été tournés en France, et, en lui accordant une distribution extensive, nous voulons montrer aux producteurs français ou autres producteurs européens que s'ils tournent de bons films, ils n'ont à avoir aucune crainte de ne pouvoir se faire une place sur le marché des Etats Unis."

"The Soul of France" qui a déjà reçu en France et en Angleterre une acclamation enthousiaste sous le titre de 'La Grande Epreuve' est une production de Jacques Haik sous la direction d'Alexandre Ryder et de A. Duges. Grâce à la coopération du Gouvernement français, plus de 20,000 soldats français de toutes armes ont été employés dans plusieurs scènes de ce film qui furent tournées sur les champs de bataille de la Grande Guerre tels que Verdun, La Marne, Le Mont Cornilley, Tahure, Mailly et autres. Les experts militaires qui ont déjà vu le film en France et en Angleterre sont unanimes à déclarer que les scènes de combat de ce film sont les plus réalistiques qui aient été tournées à ce jour.

L'épisode tragique de la Tranchée des Baionettes, où plusieurs poilus furent ensevelis vivants à leur poste est l'un des passages intéressants du film et fut tourné sous la direction du Lieutenant Foucher, l'un des trois survivants de ce drame.

Le premier clairon, dans l'épisode de l'Armistice, est le Caporal Sellier, celui qui sonna en réalité le premier clairon de l'Armistice, sur l'ordre du Maréchal Foch. Un autre passage aussi intéressant nous montre les cadets à St. Cyr, la fameuse école militaire française.

Les rôles principaux de la production sont remplis par Monsieur et Madame Desjardins, de la Comédie Française, Jean Murat, Georges Charlia et Michèle Verly

land, Dutch East Indies and Brazil. "Distribution of 'Soul of France' in America," said Mr. Zukor, "is a striking example of the manner in which our company intends to cooperate with the French film industry. I consider this picture one of the greatest that has been made in France, and in giving it wide-spread distribution we are indicating to French producers or any other European film producers, that when they make good pictures they need have no fear about reaching the American market."

"The Soul of France," which already has been widely acclaimed in France and England under the title, "La Grande Epreuve," was produced by Jacques Haik and directed by Alexander Ryder and A. Duges. With the co-operation of the French Government, more than 20,000 French troops of all branches of the service were used in the production, which was photographed on the actual battlefields of the war such as Verdun, the Marne, Mount Cornilley, Tahure, Mailly and others. Military experts in Paris and London who have viewed "The Soul of France" declare its battle scenes the most authentic of any picture produced to date.

The episode of the tragic Trench of Bayonets, where many poilus were buried alive at their posts, forms an interesting feature of the picture and was produced under the direction of Lieutenant Foucher, one of the three survivors. The first bugler in the Armistice episode is Corporal Sellier, who actually was the man who blew the first Armistice bugle, at the command of Marshall Foch. Another interesting sequence shows the cadets at St. Cyr, the famous French Military school.

The leading roles in the production are taken by M. Desjardins and Madame Desjardins of the Theatre Comedie Francais.

Les Matadors d'Espagne Cablent leur Challenge.

Le concours de 1928 "La plus grande Année" s'avancant déjà si vigoureusement dans ses derniers mois d'existence a reçu une nouvelle poussée dans l'envoi d'un cable par le Directeur Général Mr. M. J. Messeri, Directeur de la Division des Matadors d'Espagne et du Portugal. Addressé à Mr. Shauer, ce message est ainsi conçu:

"Convention des Matadors célébrée Samedi dernier (28 Juillet). Ce fut un succès sans précédent. Tous enthousiastes nouveau produit et félicitent chaleureusement Mr. Lasky et autres responsables pour merveilleuse livraison. Démonstrateurs dans tout le pays se battent pour ce produit. Ceci est réellement l'année la plus glorieuse de Paramount et même encore plus pour les Matadors qui se déclarent sûrs du Premier Prix. Ne perdez pas de vue cette division et vous verrez. Salutations. signé: Messeri.

La Paramount Française Fait Une Répartition Pleine d'Inspiration

Nous sommes plus qu'heureux de souhaiter de nouveau la bienvenue à la "Paramount Française" dont le premier numéro qui nous est parvenu, nous a paru l'une des meilleures publications de ce genre que nous avons jamais vue. C'est avec un réel plaisir que nous en reproduisons plusieurs articles dans notre numéro courant de "Paramount Around the World" et nous saisissons cette occasion de féliciter Mr. E. Darbon ainsi que ses collaborateurs pour cette publication vraiment intéressante.

La Paramount Française

Édition spéciale Contenu strictement confidentiel Année 28-29 - N° 1

JAMAIS...

nous n'avons été aussi forts que nous le sommes maintenant!

Les opportunités passent devant nous avec rapidité et si nous ne les saisissons pas, si nous ne cherchons pas ces opportunités, si nous n'essayons pas de les prendre, si nous ne les matérialisons pas à nos risques, si nous n'avons pas une pression aussi exacte que possible de l'avenir, en y portant tout le temps, en le travaillant sans cesse dans notre esprit, si nous n'essayons pas sans cesse et toujours de faire mieux demain et que nous avons fait aujourd'hui, si nous n'essayons pas avec courage et volonté, avec simplicité de laisser l'ain des autres nous records passés, d'être constamment de nouveaux paliers, de nous fixer un but toujours plus haut, si nous n'essayons pas de nous améliorer de ce que nous sommes, j'estime que nous ne serons pas dignes de la confiance qui nous est témoignée et par nos directeurs respectés et par nos clients, et surtout par le public en général.

JAMAIS depuis que nous que le dirige notre Société, nous n'avons eu à procéder à notre clientèle une plus grande quantité de producteurs aussi remarquables.

JAMAIS nous n'avons été mieux situés, mieux préparés pour donner à nos clients le maximum de service que nous devons leur donner.

JAMAIS nous n'avons eu une telle quantité d'articles, d'articles qui sont maintenant distribués délimitément et comme comme nous le maximum de recettes dans les théâtres qui les diffusent.

JAMAIS aucune maison au monde n'a pu offrir à sa clientèle une quantité de vérités comme celle que nous offrons.

Quelques concurrents peuvent avoir une ou deux grosses ventes ou une ou deux grandes productions, qui vont enlever toutes les salles. Toutefois, aucune maison ne peut et ne pourra prétendre aux directeurs de créateurs de nos programmes. Nous nous sommes, nous nous sommes et nous nous sommes toujours plus forts, nous nous sommes et nous nous sommes toujours plus forts, nous nous sommes et nous nous sommes toujours plus forts.

JAMAIS nous n'avons eu à placer dans une seule liste 25 films Paramount Français, 2 films Paramount Anglais, 2 films Français, 4 films Français et 3 grands livres.

JAMAIS depuis que nous existons notre politique de vente s'est développée sur la programmation complète de notre liste et elle nous maintient et nous nous maintient pour tous les directeurs qui voudraient faire l'effort nécessaire pour se l'assurer.

JAMAIS notre effort n'aura été plus facile et plus agréable que cette année.

JAMAIS nous n'avons eu une aussi belle certitude de nos jours dernière nous tous les records passés.

JAMAIS vous n'avez eu une aussi magnifique opportunité de vous améliorer et de vous valoir.

A. GISSO

UN AUTRE DÉFI SENSATIONNEL DE L'EUROPE CENTRALE

Le 19 août s'est terminé à Berlin la première Convention des Paramountiers de l'Europe Centrale. Ce fut un événement plein d'enthousiasme et à l'issue de la réunion, les délégués à l'assemblée, en signant "Les Paramountiers de l'Europe Centrale" ont envoyé le télégramme suivant à Mr. Seidelman à New York:

"Clôture ce soir de la Première Convention des Paramountiers de l'Europe Centrale. Tous les Délégués très enthousiastes au sujet des résultats et du futur. Comptez sur nous pour faire notre possible afin de donner à la Paramount la place qu'elle mérite après notre première année d'efforts."

LA PAGE D'HONNEUR

En vue d'établir un nouveau point d'honneur pour marquer les accomplissements actuels, nous avons décidé de désigner désormais la page opposée à celle des "Places" sous le nom de "Page d'honneur." Désormais apparaîtront sur cette page, dans son langage national les nouvelles de la division qui tiendra la première place pour le mois courant. Ceci sera un nouvel hommage aux activités de la Division honorée.

EMIL JANNINGS SIGNE UN NOUVEAU CONTRAT AVEC LA PARAMOUNT

Emil Jannings va rester avec la Paramount à Hollywood pour longtemps encore. Il vient de signer un nouveau contrat avec notre organisation et va continuer à tourner des films du genre de "The Way of all Flesh," "The Last Command" et "The Patriot." Le nouveau contrat a été signé pendant que l'étoile la plus fameuse du monde tournait le film "Sins of the Fathers" sous la direction de Ludwig Berger.

LA CHALEUR ESTIVALE VAINCUE

Félicitations à tous les Paramountiers qui, durant la récente vague de chaleur à Paris, travaillèrent avec une telle énergie que le Théâtre Paramount put rester ouvert au public alors que la plupart des autres endroits de plaisir étaient vides.



IN BRUSSELS. Splendid lobby display for Emil Jannings in "The Last Command" at Paramount's Coliseum Theatre, Brussels, Belgium. Great business resulted.



UN EN-TÊTE REMARQUABLE

Nous félicitons cordialement "LA PARAMOUNT FRANÇAISE" pour l'ingénieuse adaptation de l'en-tête de page de "Paramount à travers le monde." Voilà une idée splendide pour la publicité d'un territoire et nous espérons que la reproduction que nous en donnons ici amènera son utilisation dans les autres divisions du monde "Paramount."

Men Behind the Studio Scenes

JULIAN JOHNSON



The possessor of one of the finest motion picture minds in the world is Julian Johnson, head of Paramount's titling department, and the dean of all of the title writers of America's film industry.

Mr. Johnson has been in the motion picture business for a great many years, stepping into its ranks from that renowned platform of experience, the press. A story as colorful as any which he has ever been called upon to edit is his own personal account of how he came from his home town in the Middle West of the United States and stormed the citadel of newspaperdom in New York City. His persistency won out and finally, from the editorship of "Photoplay Magazine," he stepped to the post of editorial chief of Paramount's story department.

The years which have rolled on since then have brought him, through force of merit, to still higher places of eminence in the Paramount organization, while an extensive trip into other lands across the seas has given him that sense of the international spirit so vitally necessary to be interwoven into our productions.

These things you should know when you see "Titles by Julian Johnson" in the credit announcement at the beginning of a Paramount picture, for they will help you to understand why the titles so perfectly fit themselves with the mood and the tempo of the picture, why they are dramatic when drama is needed, gently humorous when a little comedy is needed, and why they are couched in language understandable to all who know English and readily translate into all other needed languages. We proudly quote as some examples of Julian Johnson's work the perfect titling of "Wings," "Doomsday" and "The Patriot," to mention just a few.

Mr. Johnson was recently elected, by unanimous vote, to the post of the dean of all title writers by an organization in Hollywood, which has restricted its membership to twelve. He is a member of the major production council of the Paramount studio and is one of the most frequently consulted

(Continued bottom last column)

A Summary of the Marvelous Array of Incentives for Making a Record-Smashing Climax to 1928

If you've read that most human collection of short stories—the O. Henry series—you'll recall the four lines of frolicksomeness which ran as follows: "The time has come," the Walrus said "To speak of many things: Of ships, and shoes, and sealing wax— And cabbages and kings."

Well, the situation of the remainder of this year is not so tremendously different. We certainly have not the ships, or the shoes, or the sealing wax, or the cabbages and kings; but we certainly have got the Plaque, the Banner and the Parchment, and we most certainly have the grand cash prizes, the trip to Hollywood, and that superlative array of personal-

ly donated gifts from the stars.

Never was there a contest in all the history of Paramount, in any part of the world, where the incentives for inspiring a record performance were as great, as profuse, and as expertly designed to reach every participating Paramounteer, no matter how high or how humble his position.

The three major Paramount organization prizes are superlative emblems of achievement: the kind of symbol which, like the Desks of last year, can go on display for evermore. They are the symbols which record, by their very nature, and by the few words of congratulations, the soul-stirring efforts of a band of Paramounteers who have pooled their time, their en-

ergy and their courage to serve their organization.

The cash prizes, more material but none the less inspiring, serve as symbols of that feature of the Contest which proclaims that not only is the Contest being waged by the individual efforts of every member of every branch of every division, but also that these members are entitled to their share in the rewards. These prizes are liberal rewards as well as being active incentives for the greatest display of triumphs of all classes that the Paramount Foreign Legion has ever witnessed.

All of these prizes, together with the replicas of the three major prizes which will go to every branch office in the winning divisions, deal with the period of the entire year. It is for effort over the twelve months commencing January 1st, 1928, and ending December 31st that the Paramount organization will bestow its awards.

But the Paramount stars, who know of the joy which is theirs in the closing weeks of a picture's production, wish that their gifts go to the Division which, during the final three months of October, November and December shall make the greatest display of effort over the efforts of the same three months during any year of the Division's existence. This is eminently fair. It gives to every Division, whether at the top or the bottom of the list, a chance to share in the Contest awards by making a super spurt in the closing months of the year. The merit of this particular award is evident, and its popularity is certain to be boundless.

So there are the inducements!

We repeat that this array is truly unparalleled in all Paramount history. Every Legionnaire of every branch all over the world has the opportunity to win not only a sublimely beautiful reward for his or her division, but also a personal cash prize, as well as a personal gift, autographed photo and personal letter from a foremost star.

Will the competition be keen? Will the winning be easy? Whoopee! Just you see what happens in the next few weeks as a prelude to that whoopee-walloping stampede which will be identified on the calendar as occurring during the months of October, November and December!

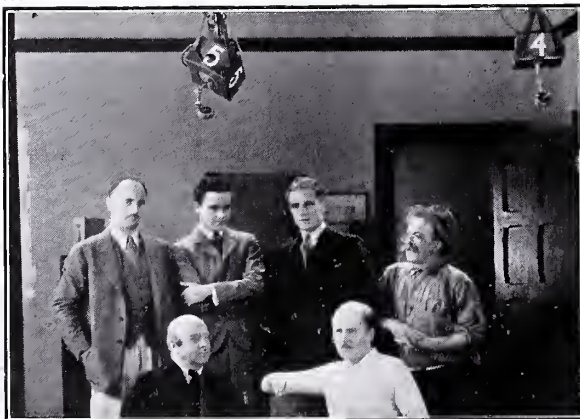
Inducements—yes! Rewards—yes! But oh ye gods how you'll have to fight for them! It'll be no 'Easy Go, Easy Come,' for the prizes in this Contest!

PARAMOUNT STARS HOLD WORLD'S FAN MAIL RECORD



Through the various publicity services sent from Paramount's Department of Publicity there have gone a series of stories showing how the Paramount stars, Clara Bow and Charles (Buddy) Rogers are far ahead of any other stars in the industry. These stories we have seen reprinted in the publicity services of France, Germany, Italy and several other countries, so we hardly think it necessary that the story be told again here. However, we think it a good idea that you should see these two chart indications of the fan mail strength of Clara Bow and Charles Rogers. In the case of Clara, the thirteen other columns represent the next thirteen feminine stars of the screen to Miss Bow in point of fan mail. The scale at the left is in notches of 2,500 letters per month. The Rogers record shows how this young man has zoomed ahead in two and a half years. Today he is almost twice as far ahead as the next male star of the screen.

SOUND. Glimpse of the first picture made on Paramount's sound-proof stage during filming of "Varsity." Charles (Buddy) Rogers, star, second from the left. Chester Conklin at the right. Robert Milton, stage veteran, and E. Lloyd Sheldon, seated. Wells Root, author, standing at the left. Remaining member of the group is Phillip Holmes, member of the cast. Note the numbered microphones for catching sound.



executives on production matters in the entire organization. In his task of re-editing films from other parts of the world for suitability to the American market, he recently did a superb piece of work with the British production, "Huntingtower," starring Sir Harry Lauder, and has recently had entrusted to him the re-editing of the most masterful of all French productions, "La Grande Epreuve."

We felicitate Mr. Johnson on his many-chaptered work for Paramount, and on the very high esteem in which he is held by the Foreign Legion of Paramount.

Australia Making Supreme Effort

"WINGS" IN MELBOURNE BACKED BY ONE OF THE GREATEST EXPLOITATION CAMPAIGNS ON RECORD

Here was a campaign which seems to stack up as one of the greatest in history. Took three campaign books to carry the evidence, and yet this was only presented in the sketchiest fashion. And all because of undeviating energy, boundless initiative and an unquenchable faith in the greatness of the picture.

"Wings" opened at the Capitol Theatre in Melbourne on July 7th as the climax to the greatest individual campaign in Australian history. Advance sales at the box office had started nine days before (a record), while the actual press and display publicity had commenced literally months before. The window displays numbered several hundreds, and included book, machinery, radio, clothing and several other kinds of stores. One of these windows, a typical display, is reproduced herewith, and the exploitation books carried scores of similar pictures, all with the title of the picture and Paramount predominating.

Abundant advertising tie-ups constituted portion of the campaign, the gasoline and oil companies taking large slabs of space to link their products with the recent great air flights and with "Wings." The presence of many great airmen actually in Australia at the time brought about their presence at the premiere.



One of the Windows

The entire exploitation campaign for "Wings" in Melbourne was under the direction of Mel G. Lawton, exploitation manager and member of John E. Kennebeck's sales promotion cabinet. It was a remarkably effective job of work, and Lawton and his co-workers are deserving of the highest praise. It is good to note that "Wings" is still running at the Capitol to sensationally successful business.

A THOUSAND WAYS TO "KNOW YOUR PRODUCT"

One of the countries which took very seriously to heart Mr. Kent's plea to "Know Your Product" was Australia. This is an everyday slogan down there, and under the guidance of John W. Hicks, Jr., the advice is carried far and wide in a multitude of forms. John E. Kennebeck's sales promotion department has a host of excellent services carrying product-knowing details daily and weekly to the men with whom they count the most. There is a regular Paramount Short Features Bulletin which carries details about the comedies, novelty reels, cartoons, and Paramount News Issues. There is also a series of sample Sales Letters to Ad Sales Managers for forwarding to their clients. And there is also an application of "The Poster" idea which has been derived from Arch Reeve's excellent 'inside news' publicity service from the Hollywood Studio.

Small wonder, then, that the Australian and New Zealand, managers, salesmen, bookers and ad salesmen know their product so very well.

PRESS SHEETS AND OTHER PUNCHFUL ITEMS

Lots of credit is due the Australian Paramounters for the excellence of their press books. Particularly for those on "Speedy" and "The Way of All Flesh."

Congratulations also to Otto Doepel for the circular letters he has forwarded to all the nation's newspapers on Paramount's "Whole Show Programme," and on Paramount's plans with regard to sound and dialogue pictures. These letters were distinctively newsy, intelligent and informative.

That the Blue Ribbon Bunch will deliver the punch for which they are famed is evidenced by the wealth of material which has been flowing into Home Office during several weeks past from Sydney. The main highlights of this evidence were concerned with the major presentations of "Wings" in Sydney and Melbourne, and the plans for celebrating the Eighth Annual Paramount Week on the greatest scale in the history of the Division.

Managing Director John W. Hicks, Jr. is at present on a visit to Java, Straits Settlements, and perhaps Siam, all of these lands being within the limits of Division Two, even though the most remote exhibitor is distant almost six thousand miles from Paramount's home office in Sydney. Before he left Sydney he saw Australia and New Zealand placed on the greatest and most enthusiasm-provoking basis they have ever known.

"CHANG" ARRIVES IN "CHANG-LAND"

ภาพยนตร์ไทยเรื่องแรกที่ส่งขายทั่วโลก

ภาพยนตร์ไทยเรื่องแรกที่ส่งขายทั่วโลก

— เป็นเรื่อง —

มหัศจรรย์

ประหลาดมาก

น่าตื่นตะลึง

จะฉายในโรงหนัง เกือบ ทั่วทุกหน

ขอเชิญท่านชมและรู้จักภาพยนตร์เรื่องนี้

และ

อย่าลืมติดต่อมา

ภาพยนตร์ของบริษัทปารามันท์

One of the most looked-for events in the career of "Chang" has at last arrived. This consists of the presentation of the Paramount jungle melodrama in the land in which it was filmed—Siam. Above we have reproduced an advertisement from the Bangkok (Siam) Mail, and there was further editorial matter to the effect that the picture was a great and successful sensation, a fact also borne out by the advices of Thomas Kenard, Paramount's manager in Singapore, Straits Settlements.

SUCCESSFUL TEASING

To provoke the widest national interest in the advent of Australia's announcement of "The Whole Show" program—concerning which there is a story elsewhere—a series of teaser broadsides was issued by Paramount's Department of Exploitation. These went to every exhibitor in the land at the rate of one a week for four weeks. Mel G. Lawton, manager of exploitation, was responsible for the work.



A "DINKUM" AUSTRALIAN

Apart from the boomerang and the kangaroo, there is probably nothing which is more typically Australian than the koala, or native bear. Here is one pictured in the arms of Louise Brooks. The koala is one of the most nervously sensitive animals in the world, and seldom manages to live outside of its native habitat, a fact proven by the circumstance of there being less than six of these animals in the United States. Two are owned by Paramount stars—Louise Brooks and Clara Bow—and both disclaim any desire to return to Australia as a result.

LOYALTY DRIVE BULLETINS

As a companion to the first of Australia's Loyalty Drive Bulletins, mentioned last month, we have received the second of the series. This one contains a great deal of useful information about the actual success of "Wings," and also details about other current pictures. John E. Kennebeck's sales promotion department was responsible for this work.

"KRAZY KAT" WINS FIRST PRIZE IN AUSTRALIA

Harold Pike, a member of Paramount's Publicity Department in the Home Office in Sydney, Australia, won first prize in the recent highly successful Movie Ball held in that city. His costume consisted of a most effective impersonation of Paramount's "Krazy Kat." Young Pike, who joined the Publicity Department a few years ago in a very junior capacity, is looked upon as one of the most promising youths in the organization.



The Lobby 'Plane

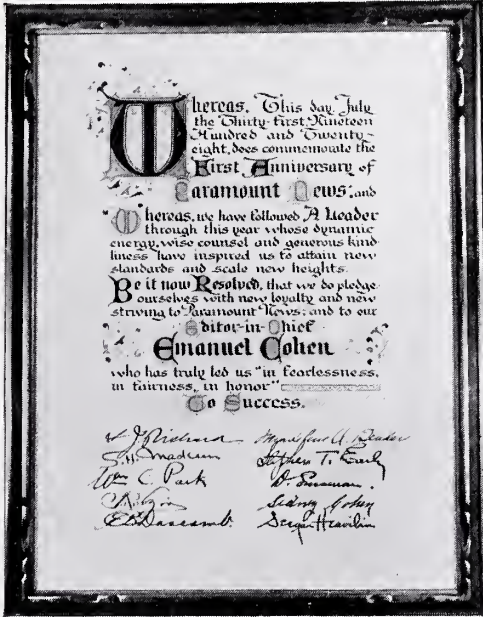
A feature of the lobby display of the Capitol was the display of an actual folding-wings Moth biplane, slung over the box office. This is reproduced on this page. It was in a companion 'plane to this that Bert Hinkler flew from London to Sydney in record time.

THE NAMES OF THE GIRLS

Turn back to your issue of July 1st, page 17, fourth column. It was here that we showed you five of the girls of the Auckland (New Zealand) staff in their trim uniform dresses, made from their own pocket money. At the time of publication we were unable to give the names of the girls; but having since gained the desired information we are able to tell you that in the back row are the Misses W. Jeffrey, P. Turner and R. Trethowen; while in the front row are the Misses B. Knowles and R. Barker. Their dresses, by the way, are blue with gold trimmings.

Paramount News Still Winning World Applause

FIRST BIRTHDAY OF PARAMOUNT NEWS



Exquisite testimonial in colors on parchment, beautifully framed, presented to Mr. Cohen on the first anniversary of Paramount News by the executives of the Production Department and New York laboratory. Signers were: A. J. Richard, Ass't Editor; Sidney H. Mackean, Assignment Editor; Wm. C. Park, Make-up Editor; S. R. Sozio, Ass't Assignment Editor; E. B. Dascomb, Title Writer; Madeline Bender, Associate Make-up Editor; Stephen T. Early, Special Representative; David Sussman, Laboratory Manager; Sidney Cohen, Traffic Manager, and Seegar Heavilin, Title Writer.

SOME GREAT PARAMOUNT NEWS 'SCOOPS' OF THE MONTH

Congratulatory stories dealing with the news reel achievements of two Paramount cameramen have recently been broadcast to the world.

Robert Turnbull, the Paramount News man in Mexico City, has been cited for exceptional work in getting his negative of the assassination of President-Elect Obregon to New York in the face of what were seemingly unsurmountable obstacles. This was not the only great achievement of Turnbull; he already has a great record. But it is felt that this newest 'scoop' is the greatest of them all.

Eric Stoll, of Paramount's Berlin office of Paramount News,

scored a great 'scoop' by getting to New York the first pictures showing the survivors of the Italia being transferred from the great Russian icebreaker, "Krassin" to the Italian base ship, "Citta di Milano." Heartbreaking obstacles confronted Stoll; but he overcame them all and won a race to the Berengaria in Cherbourg, beating every other famous cameraman intent on getting the films to New York.

Another Paramount News cameraman, who has been receiving a lot of interesting attention from the press, is Joe Rucker, recently of the Los Angeles office of Paramount News, and now assigned to the greatest of all news stories—the Byrd expedition to the South Pole, an event of which Paramount has the exclusive film rights for the entire world.

In its first year of existence, Paramount News won not only permanency, but also the leadership of the world's news reel field. This position it is possible to keep only through distribution activities keeping pace with the ever-progressing activities of production. Which means that we have to stay back of the world-wide distribution of Paramount News with the same untiring zest and zeal of those Paramounteers engaged in the never-ending and sometimes bitterly cruel task of keeping pace with the news events of the world.

We cannot catalogue here all of the achievements of Paramount News: the special synopsis sheets, issued twice a week, do that. On those sheets there is in every issue a many-chaptered epic of the lengths to which men have gone and the hardships they have suffered in order that Paramount News might continue to retain its place as the leader of the world's news reels.

And if we cannot go out and take the items, we can at least match this splendid zeal, and pay tribute to genuine accomplishments, by continuing to back the Paramount News with the finest sales and distribution efforts at our command. Only a part of leadership is in the winning; the major, and harder, part consists in the maintaining of that leadership.

That is our task with Paramount News. But at least we have a marvelous product to match our efforts with! The Applause of the World for the Eyes of the World is our evidence of that.

THE "AYE'S" OF THE WORLD

Written especially for the August 7th issue of the Domestic Department's house organ, "The Whole Show," on the occasion of the first anniversary of the inauguration of Paramount News.

By E. E. Shauer,
(General Manager, Foreign Department).

On the eve of sailing for Europe I could not help but note that the beginning of August also marked the start of the second year of Paramount News. August 1st is one of the most memorable dates in history, and it is eminently fitting that this day of each year should be slated to witness the commencement of still another year's work on the part of Paramount News dedicated to the preservation of actual history for the benefit of posterity.

For the achievements of Paramount News to date, made under the inspired leadership of Emanuel Cohen, there can be nothing but praise of the highest order. This Paramounteer, who knows the face of the world like a linotyper knows his keyboard, has chronicled in celluloid the pick of the world's happenings of worth, note and significance. And not only has he done this but he has, so to speak, with his world-wide distribution of Paramount News, brought every place to everywhere. He has made the world know itself as it has never before known itself.

From the foreign department's standpoint, Paramount News is pre-eminently 'The Eyes of the World.' From its name alone the word 'Paramount' has been carried still farther and wider beyond even the limits of our feature pictures; and for those races and peoples which have not known the word itself, the Paramount Trade Mark, that world symbol of understanding, has shown that the Paramount News is the best news in town.

Paramounteers Share in Tribute to Commander Richard E. Byrd



Of the many banquet tributes paid last month to Commander Byrd prior to his departure for the South Pole, the one shown above has an especial significance to Paramounteers because of the participation in it by a number of foremost executives of this company. Commander Byrd is shown in the centre of the group. On his left is Mr. Kent, and on his right is Emanuel Cohen, editor of Paramount News. Second, third and fourth from Mr. Cohen are Eugene Zukor, Dr. E. Stern and Cameraman Joe Rucker, who will accompany the expedition. Second from the left in the picture is Louis Diamond, assistant to Mr. Cohen. Two seats beyond Mr. Kent is Sam Katz, president of Publix Theatres Corporation; and on the extreme right of the picture is Sam Dembow, a foremost executive of Publix. It is important at this point to recall to mind the fact that the Paramount film record of Commander Byrd's expedition should be one of the greatest and more thrilling pieces of property ever to come to the hands of any film organization.

EXCELLENT PUBLICITY STORIES AND PHOTOS

The regular service of Paramount publicity despatched from New York to all Paramount offices contains an excellent variety of stories from time to time on the hazards of gathering news items for Paramount News. These can advantageously be played up as features in the more progressive newspapers in your territory. If desired, photographs made from film clippings can also be used.

"PARAMOUNT K N X" ON THE AIR

Paramount will have its own broadcasting station by October. Located in Hollywood, with its broadcasting studio actually within the film studio, this station will rank with the world's most powerful broadcasters. It will be known officially as "KNX Paramount Pictures-Los Angeles Evening Express Station."

It will be the policy of KNX to not only dispense information concerning the activities of Paramount stars and productions, but also to promote motion picture good will and to keep the entire world acquainted with the progress and policies of the motion picture industry. Moreover, KNX will not only concern itself with motion picture material, but will broadcast a regular program of news about world activities as well as adapting itself to the general entertainment requirements of a popular high-powered station.

In this last-mentioned respect it should be added that KNX will be of such power that it is expected it will be heard in almost all parts of the world, so that Paramount Legionnaires will be able to tune in and secure authentic information direct from production headquarters, as well as listen to the voice of their screen favorites. Much other news concerning KNX will reach you through the regular channels.



**THE STORY OF THE PARAMOUNT NEWS—
 CARRANZA "SCOOP"**

By Palmer Hall Stilson
 General Traffic Manager.

The late Captain Emilio Carranza, ace of Mexican aviators took off from Roosevelt Field, New York, in a menacing storm on Thursday evening, July 12th in an attempt to make a non-stop flight to Mexico City. The lack of news of his whereabouts caused much alarm and the populace of the United States and of Mexico were shocked to learn on Saturday morning, July 14th, that Captain Carranza had been killed in the crash of his plane in a New Jersey bog.

The Paramount News cameraman had recorded his take-off and at 10.30 A. M. Saturday the matter was referred to George Weltner, Director of News film exports, to decide as to the advisability of issuing a special for Mexico. Mr. Weltner at once ordered a print made and informed the Traffic Department at 10:40 A. M. of the importance of its immediate despatch.

We learned from our schedules that a mail plane to Chicago, for Dallas and Laredo air transfer, would fly from Hadley Field; New Brunswick, New Jersey at 1:15 P. M. We found that the only available train on the Pennsylvania Railroad would depart at 11:10 A. M., and we at first decided to send

a messenger to Hadley Field via that train.

In the interim Miss Kass' office had prepared a commercial invoice and this was dispatched to the Mexican Consul for visa by Frank Schreiber, who earned the distinction of having this consular invoice back in our office by eleven A. M.

Owen McClave, Inspector of exports was dispatched to the News Laboratory to secure the print and take it to the air field. The print was finished, packed and released to McClave a few moments past eleven A. M.

We found it impractical to attempt the 11:10 A. M. train and so we called in our good friend, Larry

Flynn, Manager of Passenger Transportation. Mr. Flynn immediately arranged with the Pennsylvania Railroad officials to have the twelve o'clock Philadelphia train stopped at Stelton, N. J., a point most convenient to Hadley Field. Flynn also arranged with the Station Agent at Stelton, N. J., to have a taxi waiting.

The train duly stopped, at 12:47 P. M. and McClave hopped into his waiting cab and then made a bee-line for the field.

We had wired the Superintendent of the Air Postal Station requesting that the plane be held for McClave's arrival. Mac and our wire arrived at the field at 1:13 P. M., and a few minutes later he saw the plane take off with our film.

We must not forget that this shipment would not have been possible if we had not had the full co-operation of Dave Sussman and the News Laboratory Staff in rushing this print "through the works."

Telegraph instructions were flashed to our Laredo, Texas, broker, C. S. McKinney, who is always alert to expedite our shipments over the Mexican Border.

Courage

If wealth is gone — then something is gone!
 Quick make up thy mind,
 And fresh wealth find.
 If honor is gone—then much is gone!
 Seek glory to find,
 And people will then alter their mind.
 If courage is gone—then all is gone!
 'Twere better that thou hadst never been born.
 —GOETHE.

TWO SUPERB ANNOUNCEMENT BOOKS. FROM AUSTRALIA AND SPAIN

With the new seasons for the announcing of product swinging into line throughout the world, the books of product announcement are commencing to appear. Recent mails have brought to hand two superb specimens.

Australia's book, characteristically called "The Whole Show," makes an individual appearance this year instead of appearing in one of the trade magazines of that country. It is a mighty colorful piece of work in three colors, with eye-appealing layouts, snappy copy and a general ensemble which commands attention and inspires confidence. It represents the work of Advertising Manager Hermann Flynn and Artist George Lawrence, and was produced under the supervision of John E. Kennebeck, Sales Promotion Manager. The books were so mailed that every exhibitor in Australia and New ealand received his copy on July 6th.

The book of Spain and Portugal was produced to meet the Matador Convention which is mentioned elsewhere in this issue. Like every other product from Matadorland, this book sparkled with color, and was irresistably attractive to the highest possible degree. We most cordially congratulate those Legionnaires of Spain who were responsible for its production, and assure them that several copies are most prominently on display in the special display room of the Home Office Foreign Department.

DE EERE BLADZIJDE

Als verder bewijs van eer voor den leider in de 1928-campagne, zullen wij de pagina, naast die, waarop de stand der competitie is aangegeven, als EERE BLADZIJDE wijden aan de divisie, die het geluk heeft bovenaan de ranglijst te prijken, gedurende de maand, waarin ons nummer verschijnt. De divisie zal in haar eigen taal gehuldigd worden.

EMIL JANNINGS TEEKENT EEN NIEUW CONTRACT MET PARAMOUNT

Emil Jannings blijft voor langen tijd bij Paramount, in Hollywood. Hij heeft onlangs zijn contract met onze Maatschappij hernieuwt en blijft dientengevolge films maken van de hoogstaande "Vader," "Het Laatste Bevel" en "De Patriot" soort.

List of Paramount Offices Around the World (SEPTEMBER 1, 1928)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, Federated Malay States, Siam)

John W. Hicks, Jr.,
Managing Director
William R. Hoggan,
General Sales Manager
William Hurworth
C. E. Henderson
(District Managers)

Cables: PARAMOUNT
FAMOUS LASKY FILM SERVICE, Ltd.
Reservoir Street, G. P. O. Box 2617,
Sydney, AUSTRALIA
(H.O. for Above-mentioned territories)
Fred Gower, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
254 Little Lonsdale St.,
Melbourne, AUSTRALIA
R. E. Kelly, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Adelaide Street,
Brisbane, AUSTRALIA
Alfred Cartmichael, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
230 William Street,
Perth, AUSTRALIA
C. H. Sherman, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
37-A Rundle Street,
Adelaide, AUSTRALIA
Chester J. Shepherd, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
St. John Street,
Launceston, Tasmania, AUSTRALIA
Leslie R. Brown, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.
Cuba and Dixon Streets
Wellington, NEW ZEALAND
Stanley H. Craig, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.
129-131 Albert Street
Auckland, NEW ZEALAND
W. E. Kirby, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
J. A. Groves, Gen. Mgr. for
Far East
Gang Pool 7, Weltevreden
JAVA, Dutch East Indies
J. A. Groves, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Boonstraan 14, Soerabaya
JAVA, Dutch East Indies
Austin Levy, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
62-4 and 62-5 Orchard Road
Singapore,
STRAITS SETTLEMENTS
Tom Kennard, Branch Mgr.

CUBA

(Cuba, Porto Rico, Dominican Republic, West Indies)
Cables: PARAMOUNT
PARAMOUNT FILMS OF CUBA, S. A.
Estrada Palma 112
Havana, CUBA
A. L. Pratchett, Branch Mgr.
PARAMOUNT FILMS OF CUBA, S. A.
31 Baja Lacra
Santiago de Cuba, CUBA
PARAMOUNT FILMS OF PORTO RICO
Apartado 653, Tanca 10 1/2
San Juan, PORTO RICO
J. P. Donohue, Branch Mgr.

FRANCE

(France, Belgium, Switzerland, Holland, Egypt, Algeria, Tunis, Morocco)
Adolphe Osso,
Administrateur-Delegue
Henri Klarsfeld, Sales Manager
Cables: PARAMOUNT 86
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
63 Avenue des Champs Elysees
Paris, FRANCE
(Home Office for Above Territories)
M. Demol, Div. Mgr.
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
69 rue Fessart
Paris, FRANCE
Henri Beauvais, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
32 rue du Vieux-Marche-aux-Vins
Strasbourg, FRANCE
Georges Lendi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
68 rue du Faubourg St. Jean
Nancy, FRANCE
Marcel Brianaud, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
15, rue Alexandre Duval
Rennes, FRANCE
Henry Dessort, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, rue d'Amiens
Lille, FRANCE
Edouard Derop, Branch Mgr.
Pierre Lelong, Div. Mgr.
S. A. F. DES FILMS PARAMOUNT
26-a, rue de la Bibliotheque
Marseille, FRANCE
Honore Antouard, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
46, rue Peyronnet
Bordeaux, FRANCE
Marius Meirier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
16, rue Stella
Lyon, FRANCE
Marcel Yot, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
17 bis rue Clauzel
Algiers, ALGERIA
Emile Bellych, Branch Manager

PARAMOUNT FAMOUS LASKY CORPORATION Foreign Division

EMIL E. SHAUER, General Manager, } Paramount Bldg., 1501 Broadway,
J. H. SEIDELMAN, Asst. Manager } New York, N. Y.
JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London)
MELVILLE A. SHAUER, Special Foreign Rep. (Headquarters—Paris)

S. A. F. DES FILMS PARAMOUNT
84, rue de Portugal
Tunis, AFRICA
Andre Valensi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
136, Boulevard de la Gare
Casablanca, MOROCCO
Georges Jauret, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
23, rue Tewfik
Cairo, EGYPT
M. Hakim, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
31, Chaussee de Haecht
Brussels, BELGIUM
Emile Gourdon, Branch Mgr.
N. V. PARAMOUNT FILMS HOLLAND
399 Keizersgracht
Amsterdam, HOLLAND
C. Peereboom, Branch Mgr.
(Cables: PARAMOUNT)
ROBERT ROSENTHAL
35, Rheingasse
Basel, SWITZERLAND
(Cables: EOSFILM)

GERMANY and CENTRAL EUROPE

(Germany, Austria, Hungary, Poland, Czech-Slovakia, Jugo-Slavia, Roumania, Baltic States, Finland)

I. Blumenthal,
General Manager

Cables: PARAMOUNT
PARAMOUNT FILM VERTRIEB,
G. M. B. H.
Haus Am Tiertgarten
Bellevuestrasse 11
Berlin W. 9, GERMANY
UFA PARAMOUNT-METRO VERLEIH
BETRIEBE G. M. B. H.
(Home Office for PARUFAMET)
Cables: PARUFAMET
Haus Am Tiertgarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
PARUFAMET
Friedrichstrasse 22
Berlin S. W., GERMANY
G. Saling, Branch Mgr.
PARUFAMET
Esplanade 6
Hamburg, GERMANY
O. Wohlfahrt, Branch Manager
PARUFAMET
Graf Adolfstrasse 83-87
Dusseldorf, GERMANY
M. Seldemann, Branch Manager
PARUFAMET
Rosenmarkt 15
Frankfurt a/M., GERMANY
R. Goldstaub, Branch Manager
PARUFAMET
Marienplatz 11/12
Muenchen, GERMANY
G. Burmann, Branch Manager
PARUFAMET
Karlstrasse 1
Leipzig, GERMANY
Dr. A. Koenig, Branch Manager
PARUFAMET
Tautenzienstrasse 4
Breslau, GERMANY
S. Segall, Branch Manager
PARUFAMET
Hintere Vorstadt 8
Koenigsberg i. Pr., GERMANY
E. Tykfin, Branch Manager
GUS. J. SCHAEFFER
Gen. Sales Mgr. for Central
Europe-Baltics (H'q'rs-Berlin)
E. J. LIPOW
Special Field Rep. for Poland
and The Baltics (H'q'rs Warsaw)
Cables: PARAMOUNT
FANAMET FILMS G. m. b. H.
Neubaugasse 1
Wien VII, AUSTRIA
Max Wittschaffner, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T.
Rakoczi-ut 59
Budapest VIII, HUNGARY
L. Foides, Branch Manager
(Cables: PARAMOUNTFILM)
PARAMOUNT FILMOVA
SPOLECNOST s. r. o.
Spalena ul. 20
Prague II, CZECHO-SLOVAKIA
R. Jelinek, Branch Manager
A. LICHTSCHNEIDL, Paramount Rep.
c/o R. Jelinek
Iliza 55, Zagreb, JUGO SLAVIA
FANAMET FILMS BIURO WYAJAM
sp. z ogr. odv. (PARAMOUNT)
Sienna 4
Warsaw, POLAND
A. Hamburger, Branch Mgr.
FANAMET FILMS (PARAMOUNT)
Kilinskiego 3
Lemberg, POLAND
L. Goldfuss, Branch Manager
FANAMET FILMS
Siuer Karje 18
Reval/Tallin, ESTONIA
(Shipping station)

FANAMET FILMS
Woldemarstrasse 36
Riga, LATVIA
A. Kuzmin, Branch Mgr.
FANAMET FILMS
Laisves Al. 35
Kovno, LITHUANIA
(Shipping station)
S. A. I. FILMS PARAMOUNT
VI. Granello 56-58 rossi
Genoa, ITALY
Sig. Corrado De Simone,
Branch Manager
S. A. I. FILMS PARAMOUNT
Via Sant'Anastasio, 1
Angolo Via L. Giberti
Trieste, ITALY
Sig. Benvenuto Andreoli, Branch
Manager
S. A. I. FILMS PARAMOUNT
Via Mariano Stabile 139 D. E.
Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

GREAT BRITAIN and IRELAND

(England, Scotland, Wales,
Irish Free State)
John Cecil Graham,
Managing Director
Cables: PARAMOUNT
O. V. Traggardh, Asst. Mgr.
Montague Goldman, Sales Mgr.
(Headquarters—London)
Harold E. Walker, Dist. Mgr. at
London, for London, Birming-
ham, Cardiff
Ben Simmons, Dist. Mgr. at
Leeds, for Leeds, Liverpool,
Manchester and Dublin
I. Collins, Dist. Mgr. at Newcastle
for Newcastle, Glasgow.

FAMOUS LASKY FILM SERVICE, Ltd.
(Home Office)
166 Wardour Street
London W. 1, ENGLAND
Oswald H. Cohen, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
24 New Briggate
Leeds, ENGLAND
D. Gilpin, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
124 Dale Street
Liverpool, ENGLAND
H. D. Nebet, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
12 John Bright Street
Birmingham, ENGLAND
John Corper, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Cromford Court
Manchester, ENGLAND
Louis Harris, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, Bath Lane
Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, 11 Pearse St.
Dublin, IRELAND
J. G. Bell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
16-18 Priory Street
Cardiff, WALES
E. Hancock, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
164 Buchanan Street
Glasgow, SCOTLAND
J. Hamson, Branch Mgr.

INDIA

(India, Burma, Ceylon)
Charles Ballance
William J. Clark
(Reps. for India, Burma, Ceylon)
Cables: FAMFILM
PARAMOUNT FAMOUS LASKY CORP.
P. O. Box 2048
Calcutta, INDIA

ITALY

(Also Turkey, Greece,
Bulgaria)
David Souhami
Managing Director
Americo Aboaf, Manager
Cables: PARAMOUNT
S. A. I. FILMS PARAMOUNT
(Home Office for Italy)
Via Magenta, No. 8
Rome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
Angipoto Galleria Umberto I.
Naples, ITALY
Cav. Salvatore de Angelis
Branch Manager
S. A. I. FILMS PARAMOUNT
Piazza Strozzi, 6
Florence, ITALY
Sig. Cesare Aboaf, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Galliera, 66/2
Bologna, ITALY
Sig. Mario Annovazzi, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Morgagni, 22
Milan, ITALY
Count Edoardo Micheroux de
Dillon, Branch Manager
S. A. I. FILMS PARAMOUNT
Corso Vittorio Emanuele, 6
Turin, ITALY
Sig. Arturo Ambrosio, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Calle Fruili, 103
Sestiere Cannareggio,
Venice, ITALY
(Sub-Branch)

S. A. I. FILMS PARAMOUNT
VI. Granello 56-58 rossi
Genoa, ITALY
Sig. Corrado De Simone,
Branch Manager
S. A. I. FILMS PARAMOUNT
Via Sant'Anastasio, 1
Angolo Via L. Giberti
Trieste, ITALY
Sig. Benvenuto Andreoli, Branch
Manager
S. A. I. FILMS PARAMOUNT
Via Mariano Stabile 139 D. E.
Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

JAPAN

(Japan, Korea, China,
Philippine Islands)
Tom D. Cochran
R. E. MacIntyre
(Reps. for the Orient)
Cables: PARAMOUNT
FAMOUS LASKY PARAMOUNT
FILMS, Ltd. (Home Office)
507 Osaka Shosen Kaisha Bldg.
Kobe, JAPAN
Roy Tanaka, Branch Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Nichi Nichi Building
Yuraku cho Kojimachiku
Tokyo, JAPAN
J. E. Perkins, Manager
S. Sasho, Sales Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
59 Tenjin-machi
Hakata, JAPAN
(Sales Office) H. Hirai, Sales Mgr.
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Shichijo
Mitsui Yon-Chome
Sapporo, JAPAN
(Sales Office)
M. Suda, Sales Manager
KISHUN YOKO
Seoul, KOREA

MEXICO

(Mexico, Central America,
Panama, Jamaica, B. W. I.,
Colombia, Venezuela,
Ecuador)
Clarence C. Margon,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
No. 1 Avenida Francisco I. Madero
(Apartado Postal 108 bis)
Mexico City, MEXICO
Gordon B. Dunlap, Branch Mgr.
(H. O. for Mexico and Central America)
PARAMOUNT FILMS, S. A.
Agencia Para La America Central
Apartado 253
Guatemala City, GUATEMALA
R. A. Loomis, Branch Mgr.
PARAMOUNT FILMS, S. A.
P. O. Box 1323
Cristobal, CANAL ZONE
Harry Novak, Branch Mgr.
Code Address: PARAMOUNT COLON
PANAMA

SCANDINAVIA

(Sweden, Norway,
Denmark)
Carl P. York,
General Manager
Cables: PARAMOUNT
FILMARTIEBOLAGET PARAMOUNT
13 Kungsgatan
Stockholm, SWEDEN
(Home Office for Scandinavia)
FILMARTIEBOLAGET PARAMOUNT
Amagervej 24
Copenhagen, DENMARK
P. Salomonson, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
Torvgaten 9
Oslo, NORWAY
E. Eriksen, Branch Manager

SOUTH AMERICA

(Brazil, Argentina, Peru,
Guay, Paraguay, Chile, Uru,
Bolivia)
John L. Day, Jr.,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS (S. A.) Inc.
Rua Evaristo da Veiga 132
Rio de Janeiro, BRAZIL
Tibor Rombauer, Branch Mgr.
(Home Office for Brazil)

PARAMOUNT FILMS (S. A.) Inc.
Rua do Triumpho, 21
Sao Paulo, BRAZIL
Bruno Cheli, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Halfeld, 235,
Juiz de Fora, Est. de Minas,
BRAZIL
Waldemar de Souza, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Visconde de Inhauma, 30
Ribeirao Preto, Est. de Sao Paulo,
BRAZIL
R. Paladini, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Avenida Floriano Peixoto, 30
Botucatu, Est. de Sao Paulo,
BRAZIL
Adhemar L. Cezar, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Conde de Boa Vista, 193
Recife, Pernambuco, BRAZIL
Benjamin Ramos, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Cine-Theatro Guarany
Praça Castro Alves, Sao Salvador,
Bahia, BRAZIL
Alberico Benevides, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua General Andrade Neves, 100
Porto Alegre, Est. do R. G. do Sul
BRAZIL
Cezar Augusto de Oliveira,
Branch Manager
PARAMOUNT FILMS (S. A.) Inc.
Rua Sao Paulo, 546
Bello Horizonte, Est. de Minas
BRAZIL
Arnaldo L. Torres, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Jorge Tiberica, 53 C
Cruzeiro, Est. de Sao Paulo
BRAZIL
Aurelio Corrales, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua 15 de Novembro, 107
Curitiba, Est. do Parana, BRAZIL
Renato C. de Almeida,
Branch Manager

**Frederick W. Lange, Manager for
Argentina, Uruguay, Paraguay**
Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
665 Calle Cerrito
Buenos Aires, ARGENTINE REP.
Sigfredo Bauer, Branch Mgr.
(Home Office for Argentine, Paraguay,
Uruguay)
PARAMOUNT FILMS, S. A.
Calle Maipu 931
Rosario de Santa Fe,
ARGENTINE REPUBLIC
Raul Viglione, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Estomba 211
Bahia Blanca, ARGENTINE REP.
E. J. Croce, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Ituzingui 235
Cordoba, ARGENTINE REPUBLIC
C. R. Flaherty, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Yi 1385
Montevideo, URUGUAY
Juan Oliver, Branch Manager

**Benito del Villar, Manager for
Chile, Peru, Bolivia**
Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
Estado 250 (Casilla 3462)
Santiago, CHILE
(Home Office for Chile, Peru, Bolivia.)
PARAMOUNT FILMS, S. A.
Prat No. 175 (Casilla 3792)
Valparaiso, CHILE
Exequiel A. Puelma, Branch Mgr.
PARAMOUNT FILMS, S. A.
O'Higgins 566 (Casilla 53-C)
Concepcion, CHILE
Srs. Greene & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Casilla 137
Iquique, CHILE
Srs. Martinez Hinos, & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Apartado 582
Lima, PERU
Ernest S. Hayes, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Paz, BOLIVIA
Honorio Garcia, Rep.

SPAIN, PORTUGAL

M. J. Messeri,
Managing Director
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
91 Paseo de Gracia
Barcelona, SPAIN
J. Soriano, Branch Mgr.
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
Avenida Pi y Margall, 22
Madrid, SPAIN
S. Vidal Batet, Branch Mgr.
PARAMOUNT FILMS, S. A.
Alameda Mazarredo, 6
Bilbao, SPAIN
J. Gomez de Miguel, Br. Mgr.
PARAMOUNT FILMS, S. A.
Calle Sorni, 14
Valencia, SPAIN
Vicente Saiso, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle San Pablo, 41
Seville, SPAIN
A. Vazquez, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Coruna, SPAIN
Manuel de Diego, Branch Mgr.
PARAMOUNT FILMS, S. A.
Rua Braamcamp, 10
Lisbon, PORTUGAL
E. Ressaño Garcia, Branch Mgr.

POLA NEGRI'S "LOVES OF AN ACTRESS" MAGNIFICENTLY LAUDED BY LONDON NEWSPAPERS

"Pola Negri plays the part of Rachel. Her life story makes first-class screen material."

— *Sunday News*.

* * *

"Pola Negri's part in the 'Loves of an Actress,' is one of the best she has had for some time. As the tempestuous Rachel, the great French actress of the last century, she is able to portray a variety of moods in a romance which is none the less pleasing for having a sad ending. She is seen at her best."

— *Evening News*.

* * *

"In many ways 'The Loves of an Actress' is a fine assertion of the dignity of the screen. There could be no doubt that Pola Negri, who is an actress of genius, could worthily represent Rachel."

— *Morning Post*.

* * *

"'Loves of an Actress' gives Pola Negri the opportunity to play one of the greatest parts of her career, the result being a great emotional melodrama."

— *Daily Chronicle*.

* * *

"Pola Negri is at her best, I think, in this film. She has good material for her art and has been well directed."

— *Daily News*.

* * *

"A fascinating piece of work. This is an excellent picture, full of charm and suggestion and with some beautiful studies of the Paris of Louis Philippe and of the Empire."

— *Referee*.

* * *

"A superb performance by Pola Negri, who equals, if she does not surpass, the best work she has ever given to the screen. The whole gamut of emotions is hers to interpret and never does she fail to produce a most fascinatingly appealing effect. Paramount have stinted nothing in providing beautiful sets and correct appointments, and enriching them with good photographic quality."

— *Daily Film Review*.

* * *

"Here is a tale of life and love in Paris of over a hundred years ago, faithfully produced, superbly characterized and lavishly mounted, particularly with regard to the actual theatre scenes which stamp the heroine as a reigning favourite."

Rowland V. Lee's brilliant direction and his deft alternations of comedy and emotional drama, raise the production to no mean heights of intelligent entertainment, supported, as it is, by a vividly versatile performance by Pola Negri in the role of the tragic actress. It is a role which gives this capable artist a wide scope for her talent."

— *Cinema*.

* * *

"An intelligent and artistically produced drama, based upon the life of Rachel, France's greatest tragic actress, which provides a wonderful role for Pola Negri, who gives one of the best emo-

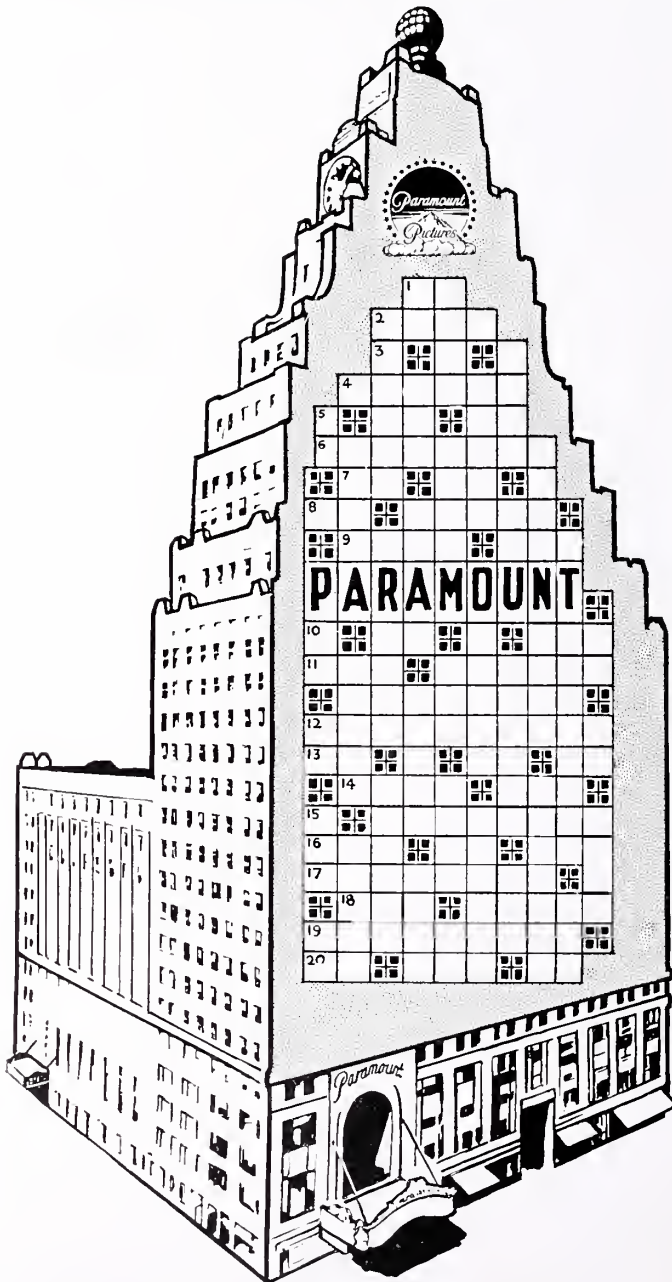
tional performances of her career.

Pola Negri, being an actress, and naturally having the temperament of the actress herself, is admirably suited to the role of Rachel. Both in her domestic life and in excerpts taken from famous plays, she acts with conviction, and arises, when the occasions demand, to great emotional heights.

Pola Negri appears to have reached a very high standard of acting in better-class films, as witness, 'Barbed Wire' and 'The Woman on Trial,' and this high standard is maintained in 'Loves of an Actress.' The appeal is no longer sensational, but rather on sheer ability and consummate artistry." — *Kinematograph Weekly*.



THE PARAMOUNT PUNCH CLUB OF SYDNEY holds its first annual ball in the new Club Room of the Australian Home Office. Four hundred Paramounters and friends attended, and the Sydney press voted the event one of the most enthusiastic gatherings of its kind ever seen in the city. District Manager William Hurworth can be seen in the right foreground, looking down at the seated Indian; whilst the Paramounteer in the centre foreground, apparently cautioning silence, is Despatch Manager 'Mick' Stanley. At the near right, peering over the head of brunette lady, is Customs and Shipping Mgr. Charles Gatward.



ONE OF THE INGENIOUS CROSS-WORD PUZZLES devised by Arthur Coelho, Portuguese translator in the Home Office, and used by him in "Mensagem Paramount." Besides being ingenious, it is also apt that we should have a Crossword Puzzle of the Crossroads of the World.

NOG EEN OPZIEBAREN-DE UITDAGING... UIT CENTRAAL EUROPA.

Op 19 Augustus jl. werd de eerste conventie van Paramounters uit Centraal-Europa gesloten. Het was een entouasiaste vergadering aan het einde waarvan de Midden-Europese Paramounters het volgende telegram aan den Heer Seidelman, in New York zonden, onderteekend "De Paramounters van Midden-Europa:

"Eerste Midden-Europese Paramount Conventie vanavond gesloten. Alle gedelegeerden geestdriftig gestemd over product en toekomst. Vertrouw dat wij uiterste zullen doen om Paramount vooraan te stellen in ons eerste bedrijfsjaar."

BACLANOVA ADDED TO CAST OF "AVALANCHE"

A part in "Avalanche," a Zane Grey story in which Jack Holt will have the male lead, has been assigned to Baclanova, Paramount's Russian player.

JANNINGS RENOVA O SEU CONTRACTO COM A PARAMOUNT

Motivo é de merecer alvícaras de todos os paramuntezes a noticia que acaba de chegar-nos de Hollywood dizendo ter Emil Jannings renovado o seu contracto com a Paramount. Quer isto dizer que continuaremos a ter films do quilate de "A Tentação da Carne," "A Ultima Ordem," "A Rua do Peccado" e "Alta Traição," trabalhos em que o genio de Emil Jannings, aliado ao nome da Paramount, tanto brilho tem dado ao cinema. Esse novo contracto foi assignado emquanto o grande tragico trabalhava em "Sins of the Fathers."

A PAGINA DE HONRA

Abrimos nesta edição uma pagina, que vae no verso do quadro do concurso, para nella inscrevermos os nomes das agencias que se distinguirem, cada mez, nas suas entradas para o rôl total das apurações no concurso deste anno. Demos a essa pagina o titulo de "pagina de honra" por ser isto mesmo o que ella representa.

Paramount

AROUND
THE
WORLD



October First, 1928

Worth: Everything You Can Give It

Vol 1. No. 7

P R E M I S E

P R I M E S

P R E M I O S

P R E M I I

P R I J Z E N

P R I Z E S

SEE INSIDE PAGES



"Paramount — the whole world's whole show"

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane.
Associate Editors: O. R. Geyer, George Weltner, Eddie Ugast.
Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Vollidampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 October 1, 1928 No. 7

PROMOTING EARLY INTEREST

It is and always has been a proven fact in the history of Paramount's Foreign Legion that the pictures with which we have registered the greatest successes have been those which, intuitively realizing their intrinsic merit, we have commenced to become steadily enthusiastic over, right from their very beginning. Often this enthusiasm has preceded the picture's release in the main territories by a full year, and even longer: but the enthusiasm has been there, the plugging persistency and the unflagging determination to promote interest in Paramounteers and exhibitors alike. And so when the picture has eventually come to the screen its greatness has been matched exactly by the strength and the merit of the reception awaiting it.

An early case in point was "The Covered Wagon," which in its early stages of filming revealed the epic nature of the spectacle it was destined to project upon the screens of the world. The word flashed to all parts of the globe, was backed by a flood of certified proof of the picture's greatness. Thereafter it was impossible to turn without being told "The Covered Wagon' is Coming!" And thus resulted a colossal world-wide success.

An even more pertinent case was that of "The Ten Commandments." Its projected massive scale was announced in advance of 'shooting.' The word went forth to the world. Paramounteers in all parts of the globe commenced their publicity barrage; "Heed 'The Ten Commandments,'" became internationally famous. Again the supreme ultimate success of a great picture was assured in advance.

"Beau Geste" also benefited in glorious fashion from a wonderful advance barrage of enthusiastic forecast. And in more recent times we have the sterling examples of "Chang," "Wings" and "The Patriot." Early enthusiasm about these great pictures has done an incalculable share in contributing to their success. There are certain outstanding films concerning which we know in advance that our punchful plugging of them will not go amiss. It is a practice to tell you of these as early in advance as it is possible for us to do so. It is, therefore, for this very precise reason that you are urged to commence launching your enthusiasm into the task of preparing your territory to receive a truly epic

picture when it gets "The Four Feathers."

There's an eleven-letter word which you can find in practically every article on success and achievement ever written. It means everything it says, and maybe if the world has gotten a little tired of seeing it, you can hard-

"CHANG" SOLD TO RUSSIA, HAS NOW BEEN SOLD TO EVERY COUNTRY OF NOTE

During August, Paramount consummated the sale of "Chang" to the Soviet Government of Russia. The sale was made through the Berlin head office of the Company. "Chang" has now been sold to every country of any considerable importance in the world, where there is a motion picture projector, a theatre and a screen.

For nearly two years we have propounded the doctrine that "Chang" is the most international of all pictures ever filmed, and now we have the actual proof. It is, furthermore, the only film which has gone to all countries with its title unchanged, and it is the only film which has had a one hundred percent endorsement wherever screened.

And "Chang" is a Paramount picture.

ly blame the word for that because it cannot change itself; and besides, it is still as powerful and potent as it ever was.

The word confronts you every minute of every day, not so much by the printed text of its eleven letters, but by the spirit it reflects in actual achievements. It is a word which is daily taking men and women and placing them up or down the ladder of life according to their merits. Some men it is taking from the jobs

of bookers and making into salesmen; it is taking salesmen and making them branch managers. It is taking men whose vision once barely covered a hundred square feet of floor space and is putting them in charge of a territory covering a hundred thousand square miles.

It really isn't a word—it's a force, dynamic, pervading, impelling, compelling. But we've got to call it a word to reduce it to print. And when we call it a word we call upon you to review this year of 1928 to date and see the vast number of Legionnaires whose lives it has splendidly influenced for the better.

It's a vital word, true enough—and it has eleven letters.

The word is *Opportunity*.

One cannot think of our persistent plea for International Mindedness without feeling a glow of satisfaction in the international unity of action connected with the recent signing of the Peace Pact which outlaws war. Though of course our plea was in no way connected with the signing, it is gratifying to know that the creed of our organization with regard to the

a success than any mere words could tell. Chile began in lowly fashion, beset by a host of difficulties and barriers. But business built, logically and determinedly: diplomacy and tact leveled the barriers. Finally, results and achievements merited larger quarters; acquired respect and prestige demanded a setting in keeping with the character of the organization itself. The result is found reflected in the forecast of what the new headquarters of the Chilean Division will be like, printed on the opposite page. And it is also found reflected in many other Paramount examples in various parts of the world which could readily be quoted here if the occasion demanded proof beyond that which has already been offered.

Personal courage is ever a requirement of the Paramounteer in the Foreign Legion. He never knows the instant and the place where disaster will strike, nor when he will be called upon to prove that his company's interests transcend even his own personal safety.

We are once more reminded of this by the superb work and Paramount resourcefulness of James P. Donohue in the Porto Rican hurricane of early September, when he secured and forwarded to New York by the first available steamer, hurricane action negative for Paramount News.

Sound and dialogue pictures have created a new era in motion pictures. Equipping the world for this new 'sense' of the films is a task to be conducted along conservative, constructive lines. Paramount is proceeding with this task in a manner befitting both the objective and the dignity and prestige of the organization.

Sound and dialogue pictures will be no exceptions to Mr. Kent's world famed slogan of "Know Your Product!" so it is with very real pleasure that we learn of the action of some of the far-sighted Paramounteers in different parts of the world who are not only studying every phase of sound and dialogue pictures coming to their attention, but have also instituted reference files containing all possible and securable information on what is possibly the greatest problem which has ever confronted our industry.

You cannot do anything better, with the future of the business of mind, than to Sound Yourself Out About Sound.

Eugene E. Shaner

thoughts and aims and desires of the nations of the world is at last paralleled by an internationally official act which is perhaps the most significant gesture of International Mindedness in the history of the world.

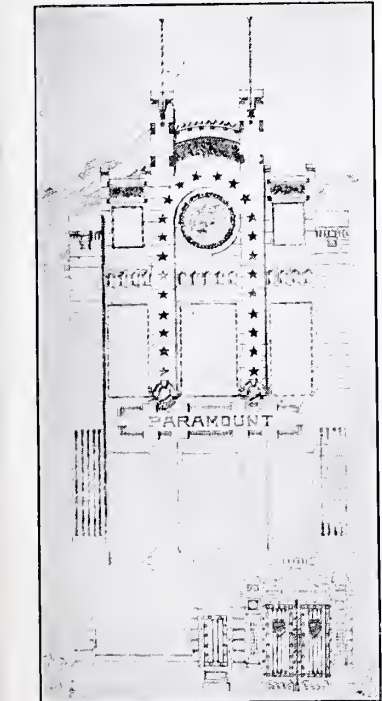
The culmination of endeavor of the Chilean division in the new Home Office which is to open in Santiago at the end of the year—as was the case with the Australian Head Office last year—is more forcefully indicative of

LIPS THAT ARE DESTINED TO BECOME WORLD FAMOUS.



Here are lips which, with song and the spoken word have thrilled millions of theatregoers. Soon, however, through the advent of the talking picture they are destined to thrill and entertain the entire world, even though their owners will remain in one spot. They are the lips of Maurice Chevalier, idol of the French stage, who even now is en route to America to appear in his first talking picture for Paramount. In this picture he will also sing several songs in both French and English.

OUR NEW CHILEAN HOME



Benito del Villar, manager of Paramount's interests in Chile, Peru and Bolivia, sends us this architect's drawing of the new Paramount Home Office for the territory which is now in course of erection at Santiago, Chile. The building, Mr. del Villar says, will be ready for occupancy by Paramount at the end of this year, and it will be entirely occupied by our own organization.

He has also sent us a picture of Santiago for our "Cities to Which the Prizes May Go" series, adding a note to the effect that "Remember, Chile will win the First Prize this year!" The picture is shown on another page.

Defined

"A foreign country is a point of comparison wherefrom to judge our own."
—EMERSON.

FOREIGN LEGION'S LEADER COMPLETES SWIFT AND SUCCESSFUL SURVEY OF EUROPE

TERSE CABLE OF HEROIC ACHIEVEMENT

Two days after the cataclysmic hurricane which shattered Porto Rico and continued making a path of horrifying destruction over many more islands and portion of the United States, the following cable came northward just as soon as the wires could be spared for other than press messages:

SEIDELMAN, FAMFILM, NEW YORK
 HURRICANE DAMAGE TREMENDOUS MANY LIVES LOST NO COMMUNICATION WITH INTERIOR ESTIMATE 20 CINES DOWN STOP TWO PACKAGES NEGATIVE FILM ONE OF STORM WILL ARRIVE IN NEW YORK TUESDAY SEPTEMBER EIGHTEEN BY MAIL NO DAMAGE TO OFFICE ALL FILMS ACCOUNTED FOR EXCEPT FOUR (SGD) DONOHUE

In all justice it must be added that the film arrived as per schedule, Paramount News was showing the hurricane films on Broadway on Tuesday afternoon, and that same evening prints were being air-mailed to all parts of the United States.

Just another case of Paramount preparedness, Paramount pluck; and Paramount persistency is keeping cur company in the van of the film industry.

Congratulations, Mr. Donohue—to you and your staff. It was a great and unforgettable piece of work.

NEW YORK CONSULAR REPRESENTATIVES SEE AND ENDORSE "THE PATRIOT"

Following the premiere of "The Patriot" at the Rialto Theatre, New York City, we have received superb tributes from Consular Representatives in this city. It should be noted that these tributes are for your information *only* and not for republication.

ARGENTINA (CONSUL GEN.)

At the opening night of "The Patriot" I took advantage of your kind offer and went to the Rialto. It was, I am glad to say, an evening of complete enjoyment. I may say further that, although not qualified to judge its technical merits, from a purely personal point of view, "The Patriot" has been a complete success.

(Sgd.) Alejandro T. Bollini

MEXICO (CONSUL GEN.)

I saw "The Patriot" at the Rialto two weeks ago and I liked it so well that I am only too glad to express my admiration for the artistic and historic merits of this picture. It is indeed one of the outstanding productions of the season. Not only is this picture a marvelous piece of work in what relates to its filming and the accomplishment of the actors, but as an historical reminiscence of that turbulent Russia of 1801 under Paul I, has no parallel in the moving picture industry in this country. Emil Jannings' characterization in "The Patriot" is by far his

"CHANG" AND SIAMESE ROYALTY

Last month there was mention made of the fact that "Chang" has reached Siam, the land of its filming, and has been thrillingly welcomed. We have since received additional advice from Thomas Kennard, Paramount manager in Singapore, to the effect that "Chang" was screened before Their Majesties the King and Queen of Siam. The King saw the picture in the Royal Palace in Bangkok, and the Queen in the United States Embassy. Their Majesties were extremely pleased with the picture, and with the knowledge of its world success.

greatest achievement since coming to the United States, and both Florence Vidor and Lewis Stone are equally efficient and convincing in their roles. I take pleasure, therefore, in recommending this picture to all my friends.

(Sgd.) Arturo M. Elias

VICE CONSUL FOR BELGIUM

There is nothing I could say about "The Patriot" which has not been expressed in better terms by the local critics. Both Emil Jannings and Lewis Stone have surpassed themselves and given to the screen the very best of their art.

(Sgd.) Charles Haellert

FRANCE (CONSUL GEN.)

It was a real pleasure for me to attend the brilliant presentation of "The Patriot," a production which retained my attention throughout. It is a most impressive film, beautifully staged and one wherein the interest is kept up from beginning to end. The interpreters are first class artists, and under such conditions this picture, deeply stirring, placed among the most powerful artistic productions, cannot fail to continue to obtain everywhere the great success which it has obtained in New York.

(Sgd.) M. Mongendre

"WINGS" PREMIERE IN VIENNA A SUCCESS

Vienna is the newest of the world's great cities to be added to the roster of "Wings" success-centres. Paramount's epic of the air opened there on September 1st at Paramount's Schweden Theatre and met with a tumultuous reception.

Not the least of the great tributes paid it was the full page review which it received in the "Mitteilungen des Oesterreichischen Aero-Clubs," the official magazine of the Austrian Air Clubs. This publication praised the production, for fairness, technical artistry and realism.

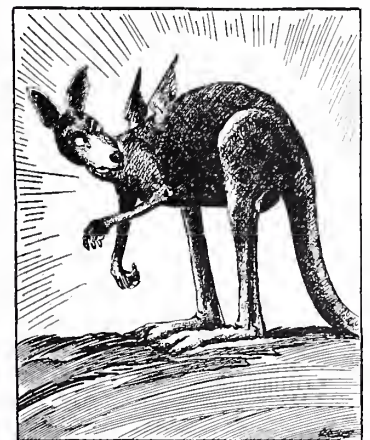
Mr. E. E. Shauer and Mr. Frank Meyer Report Tremendous Contest Enthusiasm

The "Aquitania" is a British trans-Atlantic greyhound which is on the point of officially flying a flag bearing the Paramount trade mark. It is the unofficial Paramount trans-Atlantic transport, and two of its recent visitors, west to east and east to west, were Messrs. E. E. Shauer and Frank Meyer.

September 7th saw them back in New York after what Mr. Shauer believes to be one of the snappiest and most successful survey visits he has ever made to Europe.

His visit embraced England, France, Italy and Switzerland, but he accomplished what can easily be termed a complete continental survey by calling in Paris a conference of all of the general managers of divisions. This was attended by Messrs. J. C. Graham, Ike Blumenthal, Adolphe Osso, Carl York, David Souami and M. J. Messeri. This conference lasted for several days and was the effective means of disposing of a great many matters of major policy. It was at the same time a perfect indicator to Mr. Shauer of the trend of the 1928 "Greatest Year!" Contest, and it was upon this gathering that he bases to a considerable extent his belief in the sweeping success of both the near, and the distant future.

Everywhere both he and Mr. Meyer met with the same warmth of reception which has characterized previous visits and which serves to strengthen our knowledge in the bond of friendship which unites Paramounteers around the world.



The Australian Kangaroo: "Blimey! I'm Beginning to Sprout Wings!"

This timely and topical Australian cartoon appeared in the Melbourne "Herald" during the recent very successful run of "Wings" at the Capitol Theatre there. It graphically depicts the importance laid upon big pictures by foremost editors and cartoonists.

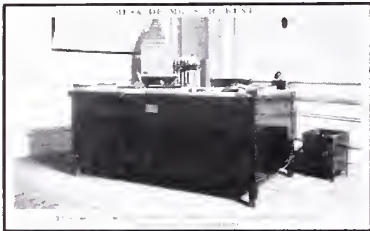
Noticias e Informaciones de Interés Para el Paramountista

¿QUIEN SERA EL AFORTUNADO QUE VISITE EL ESTUDIO DE LA PARAMOUNT?

Un gerente de alguna Agencia de la Paramount, de alguna parte de mundo, será el huésped de honor de la Paramount en su estudio de Hollywood, a principios del próximo año de 1929. (Esto, desde luego, en caso de que no escoja los mil dólares ofrecidos en substitución del viaje).

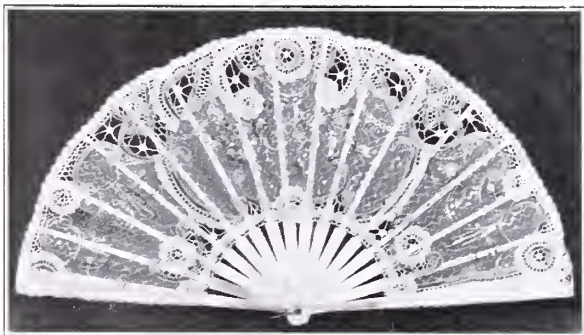
Dando por descontado que no dará en la alternativa y que preferirá visitar el estudio, cabe preguntar, ¿quién será el afortunado? Ciertamente, nosotros sabemos que será uno, pero ¿cuál? Todos los profetas del mundo no podrían descifrar la incógnita en el presente. Será uno de los numerosos Gerentes de División que en la actualidad están esforzándose por alcanzar el primer lugar, uno de los muchos inspirados que buscan y buscan y buscan hasta que logran su objetivo. Con el fin de que el afortunado Gerente, sea quien fuere, conozca por adelantado el gran portalón por el cual ha de entrar en el estudio. En otra página de esta publicación reproducimos una fotografía de la reproducción fachada, en la cual se destaca la puerta principal, puerta que, como diría Miguel Ángel, podría servir de entrada al Paraíso.

THE DESK OF MR. KENT



Here for all the world to see is a glimpse of the desk of Mr. Kent, won in the 1927 Contest by Spain and Portugal, actually installed in the office of Managing Director Messeri in Barcelona. We recently published a picture showing Mr. Lasky's desk in Buenos Aires.

THE CONTEST GIFT OF ADOLPHE MENJOU



This section of the Contest will be won by the Division registering the best results during these three months over the corresponding three months of any year in the Division's history.



Explotación de "Alas" en Puebla (Léase columna de la derecha)

"ALAS" SIGUE OBTENIENDO RESONANTES EXITOS

En otras páginas de esta publicación aparecen datos acerca de los éxitos que "Alas" ha obtenido y sigue obteniendo en México y Argentina.

En lo que respecta a México, la campaña iniciada por Mr. Margon y sus asociados al presentar "Alas" al público mexicano ha encontrado una gran ayuda últimamente con motivo de los éxitos alcanzados por el coronel Fierro en sus distintos vuelos a través del continente. La película es hoy popularísima en todo el territorio de la República Azteca, lo que viene a coronar los esfuerzos invertidos en darla a conocer y le augura triunfos mayores en el porvenir.

El éxito de "Alas" en Argentina está aún en sus comienzos, pero creemos que Mr. Fred Lange y sus asociados están preparando alguna sorpresa que los ayude a dar el gran salto que coloque a su División a la cabeza del Concurso 1928, antes de que se finalice el próximo diciembre.

EL MAGNIFICO ABANICO DE ENCAJE, cuya fotografía aparece en esta página, es el regalo personal que Adolphe Menjou ofrece a la mecánografa de la División que gane el término de Octubre, Noviembre y Diciembre en el Concurso del "Año más grande Paramount 1928."

MR. E. E. SHAUER DE REGRESO EN NUEVA YORK

De nuevo tenemos en la oficina central al Gerente General del Departamento Extranjero, Mr. E. E. Shauer, quien regresó en el "Aquitania" de su reciente viaje a Europa en compañía de Mr. Frank Meyer, Gerente General de Ventas.

Mr. Shauer está muy satisfecho de su viaje. Tanto en Inglaterra, Italia y Francia como en Alemania, países que recorrió, fué recibido con gran entusiasmo y se le ofrecieron toda clase de facilidades para llevar a cabo la misión que lo llevó al Viejo Mundo. Por medio de estas páginas da las gracias a todos aquellos que directa o indirectamente contribuyeron al éxito de su trabajo de inspección y observación del mercado internacional.

EL NUMERO EXTRAORDINARIO DE "EL MATADOR"

El número extraordinario que los Paramountistas de España sacaron a luz con motivo del III Congreso Paramount Español, con tanto éxito llevado a cabo, merece cumplidos elogios. Trae un montón de valiosa información acerca de los trabajos llevados a cabo en el Congreso y muestra una vez más el entusiasmo siempre creciente que anima a la División de "Los Matadores." Reciban todos aquellos que contribuyeron al éxito del número extraordinario de "El Matador" nuestra sincera enhorabuena.

UNA SIGNIFICATIVA PARODIA

Mr. M. J. Messeri, "leader" de la "División de los Matadores", contribuye anualmente con alguna producción de su cosecha al Concurso del año. En el pasado fué un canto popular... y los "Matadores" gararon el escritorio de Mr. Kent. En el presente número—y en inglés, por ser difícil la traducción—aparece otro canto similar. Esto nos hace pensar: ¿habrá alguna relación culta entre ambas composiciones? ¿Algún significado que sólo Mr. Messeri conoce? Un canto y un escritorio el año pasado ¿Un canto y... en 1928?

NUEVOS PREMIOS PARA LOS PARAMOUNTISTAS

En el número pasado publicamos algunas ilustraciones de la placa, banderola y pergaminos que hemos sugerido como premio en el concurso de 1928. De nuevo repetimos en éste la inserción de dichas ilustraciones invitando cordialmente a todos los Paramountistas del mundo a que nos remitan dibujos acerca de los tres temas—un pergaminos, una banderola y una placa. Seguros estamos que habrá bastantes que puedan sugerir mejores ideas de las que hasta ahora hemos publicado.

Este concurso está abierto a todos los empleados de la Paramount y cualquier Paramountista puede someter dibujos acerca de cualquiera de los temas o los tres a la vez, pues no hay restricción en el número ni incompatibilidad en los premios: el que gane uno, puede

"WINGS" IN MEXICO.

"Wings" can be exploited and presented on a scale befitting its greatness anywhere in the world at all. We've given a lot of examples of this fact in these columns for some time past; and now we present another excellent one, this time from Mexico. Our depiction is of a reproduced aeroplane hung across the street outside the Cines Lux and Constantino in the city of Puebla, State of Puebla. In writing of the season, Clarence C. Margon, general manager for Mexico and Central America said: "As a result of this arrangement we have received from the city of Puebla on "Alas" ("Wings") more than we have ever received from that place on any production."

UN MAGNIFICO JUICIO CRITICO ACERCA DE "EL PATRIOTA"

En otra página de "Paramount Around the World" publicamos un juicio crítico que presenta a *El Patriota* como la película suprema. El trabajo está escrito por Benjamín de Casseres, uno de los críticos más notables de América, y tributa elogios a la nueva producción de Jannings, como jamás habíamos visto. El artículo está escrito en inglés, pero hemos pedido que se traduzca al español y demás idiomas que aparecen en esta publicación para que el lector comprenda el por qué de nuestro gran entusiasmo por esta extraordinaria película, la película cumbre de Jannings, la cual ha sido dirigida con tanto acierto por Ernest Lubitsch.

EL NUEVO EDIFICIO DE LA PARAMOUNT EN CHILE

Nos complace sobremedida publicar en este número los planos del nuevo edificio de la Paramount en Santiago, Chile, y hacer notar la magnífica apariencia que tendrá la nueva estructura arquitectónica que servirá de hogar a la Paramount en la bella república del Pacífico. Este edificio será ocupado por completo por la Paramount. Esperamos que el señor Benito del Villar nos envíe fotografías de las dependencias interiores tan luego como estén instaladas en ellas las oficinas de la Empresa, lo que creemos tendrá lugar a últimos del año actual.

muy bien ganar los dos restantes. La oficina central de Nueva York concederá un premio de cien dólares a cada dibujo que salga premiado. Los dibujos deben ser enviados a Mr. J. H. Seideman, a la oficina central de Nueva York, y es necesario que estén en su poder antes de finalizar el año actual. Los premios serán otorgados por Mr. E. E. Shauer y Mr. Seideman.

De nuevo insistimos en el hecho de que no hay restricción ni incompatibilidad. El que tiene una buena idea para una banderola, también puede tenerla para la placa y el pergaminos. Es cuestión de aguzar el ingenio y suyos son los cien, doscientos o trescientos dólares, sin contar el honor de la victoria, que en este caso es muy digno de estimación.

CHILE ASSUMES LEAD!

Superb Advances by Great Britain, Australia, Mexico and India

It is no exaggeration to say that this month's array of Standings is the most significant as well as the most vital published to date. It reveals the Contest as it stood on September 1st, with precisely four full months to run. One of those months has gone by the time these lines appear in print, and the best part of another month will be gone by the time they appear in the line of your vision.

But as the figures appear below—their standing on September 1st—they reveal a distinct and one might say gratifying levelling. That is to say, they are reaching a more common level of achievement—are lining

SINCERE GESTURE BY PORTO RICO AND CANAL ZONE

Effective in the standings listed on this page, Porto Rico and Canal Zone have voluntarily increased their own quotas. This splendid action has further aided the tendency to a general levelling of the figures which is apparent in the Standings. We cordially congratulate Messrs. Donohue and Novak on their action. It should be pointed out, though, that since the voluntary quota-raising action of John P. Donohue, the island of Porto Rico has been visited by the most disastrous hurricane in its history. Enormous damage has been done, more than half of the island's cinemas have been put out of action or demolished: so as a result of this it is probable that Home Office will replace Porto Rico's figure in its former position. In the meantime, the figure shown below is the one carrying the voluntary addition to quota, hence a much lower figure in the standings than last month's. The same is true of Canal Zone.

up more equably into the straight for that final blood-pulsing dash to the finishing line.

The figures themselves speak more

eloquently than any words of ours ever could. We know how feverishly these standings are scanned every month, so we don't have to point out

that So-and-So is up so many points, and So-and-So has slipped back a given number of points. But at least in support of the point which we have made earlier concerning the levelling factor which achievement has brought about, we want to point out that Great Britain's two point advance over last month has brought that division to within striking distance of Quota, while Australia's three point advance brings them into almost identically the same advantage as that enjoyed by Great Britain. Many other examples, equally as fine and inspiring, could readily be quoted. But, as we said before, the figures tell their own glorious story to those interested in reading and analyzing them.

Here they are—the Standings as at September First!

OVER QUOTA (as at September 1st.)

CHILE	
Chile, Peru, Bolivia	111.70
MEXICO	111.52
INDIA	108.02
FRANCE	
France, Belgium, Switzerland, Egypt, Northern Africa	105.48
CANAL ZONE	
Panama, Colombia, Jamaica, Venezuela, Trinidad	104.95
JAPAN	
Japan, Korea, China, Philippines	103.13
CENTRAL AMERICA	
Guatemala, etc.	102.47

UNDER QUOTA (as at September 1st.)

PORTO RICO	99.36
GREAT BRITAIN	
England, Scotland, Wales, Irish Free State	97.09
AUSTRALIA	
Australia, New Zealand, Java, Straits Settlements, Siam	94.56
BRAZIL	92.87
ARGENTINA	
Argentina, Uruguay, Paraguay	92.06
SPAIN	
Spain, Portugal	90.44
CUBA	84.29
ITALY	78.33
SCANDINAVIA	
Sweden, Norway, Denmark	77.55
CENTRAL EUROPE	
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Roumania	75.11
HOLLAND	73.02
GERMANY	65.36

Australia's Loyalty Drive Smashing Over

PARAMOUNT SHARED IN WARM WELCOME TO H.M.A.S. "AUSTRALIA" IN NEW YORK



When His Majesty's Australian Ship "Australia" visited New York City on August 30th as one stop on her trip from Portsmouth, England, to Sydney, Paramount joined with several other organizations in making the stay of the officers and men as pleasant as was possible.

Paramount News cameramen boarded the battleship before she came up harbor and secured many interesting shots which, linked with other film activities of the men ashore, were despatched to Australia for release as a special.

The Paramount Theatre flew the Australian ensign throughout the duration of the ship's stay in port, an action which created a great deal of interest among the Broadway throngs.

Every officer and man was provided with a special Paramount pass which granted admission at all hours to the Paramount, Rialto and Rivoli Theatres. This pass is

UNITED STATES NAVY
THROUGH COURTESY OF
 PARAMOUNT FAMOUS LASKY CORPORATION
TAKES REAL PLEASURE IN INVITING
 THE OFFICERS AND MEN OF
 HIS MAJESTY'S AUSTRALIAN SHIP
 "AUSTRALIA"
 TO VISIT

THE PARAMOUNT THEATRE (Times Square)
 THE RIALTO THEATRE (Times Square)
 RIVOLI-UNITED ARTISTS THEATRE (Broadway at 47th St.)

Admission any time between 11 A. M. and 11 P. M. on presentation of this card at the door.

reproduced herewith. On its reverse side was a special note calling attention to the Hall of Nations in the Paramount Theatre, and urging the Australians to be sure and see the historic stone from Australia.

FOR SPECIAL SALES. George M. Nacked, for three years manager of the Launceston (Tasmania) exchange of Paramount, has been transferred to Sydney for special sales concentration in the several New South Wales Zones.

ONE EXPRESSION OF THANKS.

The following paragraph is from a letter sent to the Paramount organization by Lieutenant-Commander Paul F. Foster, U. S. N., who was in charge of arrangements for entertaining the officers and men of H. M. A. S. "Australia":

"Please accept my thanks for the photographs sent me of H. M. A. S. 'Australia.' The Paramount Famous Lasky Corporation certainly did a lot to make the visit of the Australians a pleasant one."

"THE LAST COMMAND"

An attractively unusual attention-grabber issued in the interests of this Emil Jannings picture in Australia, consisted of a pictorial broadside mailed to exhibitors in a black and yellow envelope which carried a noble crest and the three words of the film's title. This was produced and posted by Paramount's sales promotion department in Sydney.

By JOHN E. KENNEBECK

The Blue Ribbon Loyalty Drive in honor of Mr. Hicks is still in active momentum in every zone and branch in Australia, New Zealand and the Far East. District Manager W. Hurworth has his boys keyed up to athletic pitch in bringing in extra contracts. Paramount Week is expected to be the big banner week of the Loyalty Drive. With District Manager Henderson in New Zealand on special business, Branch Managers H. Kelly of Melbourne, C. H. Sherman in Perth and Les Brown in Launceston, Tasmania, are hard at it for extra business in both film contracts and Ad Sales. Keen interest is noted by every one in Mr. Shauer's generous offer of the Cash Prizes for the "Greatest Year!" Contest. If our Loyalty Drive continues unabated, Mr. Hicks can tell the world that his bunch with its "mountain of punch" will drive a Tunney blow to the other divisions to capture the first prize. Our slogan in the Loyalty Drive is "All For One—One For All."

AUSTRALIAN LEADERS MEET IN CONFERENCE



Foregoing the customary annual convention because of the terrifically high pressure momentum of the Australian Division, Managing Director John W. Hicks, Jr., this year merely called his Australian branch and district managers into Sydney for a two-day conference. Above are those who sat in at the series of vitally important meetings. Mr. Hicks is in the centre of the front row, third from the right. On his right is General Sales Manager W. R. Hoggan, and on his left is Secretary-Treasurer James A. Sixsmith. The others in the front row, left to right, are John E. Kennebeck, sales promotion manager, Claude E. Henderson, in charge of Division Two, and William Hurworth, in charge of Division One. In the back row are Otto G. Doepel, publicity manager; Fred Gawler, New South Wales manager; Alfred Carmichael, Queensland manager; Cleave Shepherd, South Australian manager; C. Harry Sherman, West Australian manager; Mel G. Lawton, exploitation manager; Bert Kelly, Victorian manager; Hermann E. Flynn, advertising manager. The New Zealand managers were not present at the conference; and Leslie R. Brown, Tasmanian manager, having been appointed just a few weeks previously, was in possession of all details.

PLENTY OF AUSSIE PEP.



The Paramount float in the street parade which preceded this year's Movie Ball in Adelaide, South Australia. The float was staffed by Paramounteers, of whom we recognize Arthur Carpenter to the right. The big sign in the centre of the picture is, as you will readily recognize, the Paramount Trade Mark.

WINNING "WINGS" SET.

Paramount's "Wings" set, here depicted, recently scored second grand prize at the Sydney, Australia, Movie Ball. Designed and staffed by the local departments of publicity and exploitation, the set was a remarkably creditable piece of work and succeeded in evoking tremendous praise. All of the six "fliers" in the picture are Australian Paramounteers, and all took part in the Ball Pageant.



LEVY AT SOERABAJA



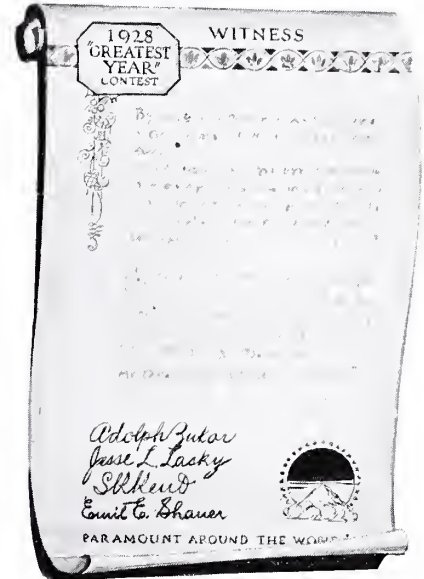
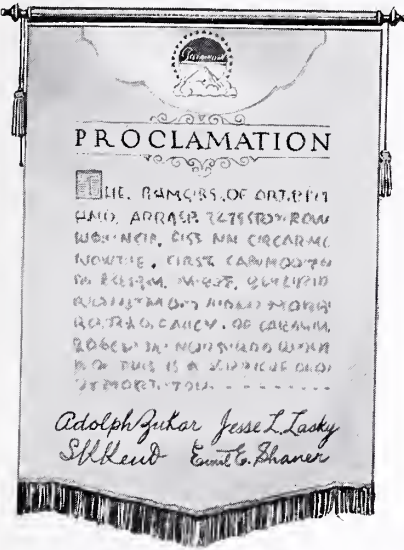
Austin Levy

Austin Levy's appointment to the manager-ship of Paramount's branch at Soerabaja, Java, announced by Mr. Hicks earlier this year, was a reward which came from earnest and resultful work. Austin joined the Australian organization of Paramount about five years ago. Attached

at first as Ad Sales manager to the Sydney office, he later became a salesman in New South Wales. Thereafter he was transferred to the Melbourne office, where he was made a salesman in one of the important zones. Then came another transfer, this time to the tropical zone in Queensland, which is claimed as the most extensive Paramount territory in the world covered by one salesman. All of the time there were wonderful results—the best of which results was the ultimate reward of the branch managership at Soerabaja, Java.

"WINGS" PRESS BOOK FROM AUSTRALIA A GEM OF PRACTICAL USEFULNESS.

Fashioned in a style befitting its subject's greatness, the pressbook for "Wings" produced by the Australian organization is one of the finest we have yet encountered for any picture, anywhere. Particularly has the publication striven to set forth as many plans for the exploitation of the picture as its size permits, and there is one superb page in which a complete campaign, from a time eight weeks in advance of screening, is laid out. Space has also been given to listing and illustrating the various co-operative tie-ups which have been effected with other commercial organizations in Australia, notably Vacuum Oil Company, radio firms, book stores and a great many others. The press book was produced by Hermann Flynn, advertising manager, and his staff, under the supervision of John E. Kennebeck, sales promotion manager, with exploitation manager Mel G. Lawton lending invaluable aid.



You Can Do Much Better Than These!

Pictured above are rather rough Home Office sketches of what it is intended the three major prizes in the 1928 "Greatest Year!" Contest shall be like. In the centre is the First Prize Placque, at the left the Second Prize Banner, and at the right is the Third Prize Parchment. Somewhere in our vast Foreign Legion — in branches, division head offices, district head offices, and even in the Home Office in New York — there are Paramounteers with better ideas of what should constitute fitting designs for these three noble and notable prizes.

We want those designs, and we want them pretty badly. So badly that we are willing to pay One Hundred Dollars in cash for the best design for each of the three prizes.

This contest is open to positively every Paramounteer in the entire Foreign Legion. There are no exemptions, and every entrant may submit as many designs as he, or she, wishes. All that is asked is that the design shall be practicable for making up into either a Placque, a Banner or a Parchment. Remember, too, that the Placque will have burning before it, day and night, for all time, an electric light which will in its own small fash-

ion immortalize the efforts of those who make the winning of the Placque possible.

Entrants submitting designs for all three of the prizes will stand the chance of winning either One Hundred Dollars, Two Hundred Dollars or even Three Hundred Dollars.

The winners will be paid in cash following the final selection of the winning designs. All en-

tries should be timed to reach New York by the end of the year of 1928, and should be addressed to Mr. J. H. Seidelman. The judging will be done by Mr. E. E. Shauer and Mr. Seidelman early in January.

So now get busy! It seems the most reasonable thing in the world to expect you to be able to better the designs shown above! And when all is said

and done—Three Hundred Dollars is a powerful lot of money. Just roll the words around in your cheek and think of all that you could do with Three Hundred Dollars.

The designs now, if you please!

(Note: There is a story about these prizes in French, German, Dutch, Spanish, Portuguese and Italian in this issue.)

"THE SANGUINE SONG OF SPAIN"

Words by M. J. MESSERI
Music by the composers of
"Mr. Gallagher and Mr. Shean"

Written in Barcelona on August 15th and dedicated to the ultimate triumph of the Matador Division of Spain and Portugal in the 1928 "Greatest Year!" Contest.

Oh! Mr. Deane—Oh! Mr. Deane
Please don't worry where we are and where we've been
From third place we've gone to sixth
But do rest assured of this
That we'll beat Japan and France and Argentine

August is goin' and so's September
So throw caution to the winds and just remember
The Matadors have the knack
That will conquer that First Placque
Don't you think so Mr. Geyer?
Oh! do tell 'him Mr. Deane.

Now they may think, we're in the blink
Just because we've made a little three point slip
But you wait until October
Why, they will all yell and holler:
The Matadors are running away with it!

Sodeska, Oh!—Will say Tokyo
Paree'll exclaim "Sapristi mais quel culot"
But that won't help them come clean
To get back where they had been
You believe it Mr. Geyer?
Now tell it to Mr. Deane.

WEITERE PREISE FUER ALLE PARAMOUNTLER.

Im letzten Monat brachten wir Bilder von Dingen, die wir als Preise im "1928, bedeutendstes Jahr!" Kontest bezeichneten. Diese Bilder zeigten die vorgeschlagenen Ehrenausszeichnungen in Form einer Metallplatte, eines Banners und eines Pergaments. Um Irrtümer zu vermeiden, gelangen dieselben in dieser Nummer nochmals zum Abdruck.

Wir fordern hiermit alle Paramountler in allen Teilen der Welt auf, uns bessere Ideen in Form von Skizzen für einen, zwei oder alle drei Ehrenpreise einzusenden. Die Zentrale in New York wird für die beste Skizze der Metallplatte für diesen "1928, bedeutendstes Jahr!" Kontest einen Preis von 100 Dollar verabfolgen. Ein gleicher Preis—100 Dollar—wird für die passendste Skizze des Banners, und ein dritter 100 Dollar Preis für die beste Skizze des Pergaments verabfolgt werden.

Es bestehen keine Beschränkungen in Hinsicht auf die Anzahl der Preise, die irgend ein Paramountler gewinnen kann, und zwar kann ein Legionär nicht nur einen, sondern alle drei Preise gewinnen.

Die Skizzen müssen bis Ende dieses Jahres in der Zentrale einlaufen und an Herrn J. H. Seidelman adressiert sein. Die Herren E. E. Shauer und Seidelman werden das Endurteil fällen.

Des Prix Additionnels sont Offerts à tous les Paramountiers

Trois lots séparés de prix.

Il y a maintenant trois séries de lots accessibles aux Paramountiers de toutes les parties du monde, qu'ils peuvent gagner dans le plus grand des concours de 1928. Ceux-ci rendent aisément les concours courant le plus attrayant qu'il y a jamais eu.

Il y a tout d'abord les prix attribués par la Paramount Famous Lasky Corporation. Ceux-ci consistent d'une plaque pour la Division gagnante, d'une bannière pour celle, tenant le second rang et le parchemin pour la Division finissant troisième. En outre il y a un prix d'un millier de dollars ou l'alternative d'un voyage à Hollywood pour le dirigeant à la tête de la Division gagnante, ainsi qu'une semaine de salaire supplémentaire à chaque membre du personnel de la Division gagnante.

Le directeur détenteur du second rang avec sa Division recevra un prix de cinq cent dollars et une demi-semaine de salaire extraordinaire sera payée à chaque employé de son groupe.

Un prix de deux cent cinquante dollars ira au directeur de la troisième Division, ainsi qu'une demi-semaine de salaire à chaque membre de son personnel.

Il y a ensuite les prix spéciaux attribués par les dix vedettes principales de la Paramount. Ces prix seront distribués à la Division dont le record pour octobre-novembre-décembre éclipsera le plus, les records précédents de ces mêmes mois. Ces prix dont nous reproduisons des illustrations dans chaque numéro et qui furent attribués par Emil Jannings, Bebe Daniels, Clara Bow, Adolphe Menjou, Richard Dix, Florence Vidor, Esther Ralston, George Bancroft, Evelyn Brent et Fay Wray, seront attribués au directeur général, directeur d'agence, chef du bureau des ventes, commis vendeur, teneur de lines, expéditeur inspectrice de films, comptable et sténographe appelé à cet honneur par la Division gagnante.

L'annonce préliminaire des prix de la troisième Division, eut lieu le mois dernier. Cette Division permet aux Paramountiers ne pouvant participer d'une façon active pour le gain des autres prix, d'obtenir la chance de gagner un prix eux-mêmes. Ces prix, au nombre de trois, sont de cent dollars chacun et sont adjugés aux meilleurs projets de plaque, bannière et parchemin. Les détails en sont annoncées dans l'histoire séparée, publiée dans votre langue et par ailleurs dans ce numéro.

Et maintenant il ne vous reste plus qu'à tendre de toutes vos forces et de tout votre esprit à gagner autant de prix pour votre Division ou votre branche qu'il vous sera possible de le faire.

"THE DOCKS OF NEW YORK," George Bancroft's newest starring picture for Paramount, shattered the house record for the Paramount Theatre, New York City, by Four Thousand Dollars. For the week commencing September 15th it grossed \$88,000, an achievement which produced the greatest line-up of people ever seen in W. 43rd St.

"LES QUATRE PLUMES" ÉCLIPSERONT "CHANG"

C'est là précisément l'opinion de Mr. Lasky après avoir vu les premières épreuves de l'appareil de Cooper et Schoedsack, roman d'aventures de la jungle au coeur du Soudan africain. Ces épreuves sont fascinantes au delà de toute expression et d'une nature qui jamais auparavant ne fut visible sur l'écran.

Une grandeur supplémentaire des "Quatre Plumes" est la consolidation de ce merveilleux film de la jungle avec une histoire de courage, qui est même une égale de "Beau Geste." Là encore, nous voyons le travail de pionniers de la Paramount, car c'est la première fois dans l'histoire de l'écran que l'émotion authentique de la jungle a été reliée à une histoire de grand mérite.

Pour preuve que l'histoire des "Quatre Plumes" sera d'un excellence mérite, nous citons la force de la caste comprenant déjà des noms tels que Richard Arlen, Clive Brook, Noah Beery, Fay Wray, Theodore von Eltz et Noble Johnson.

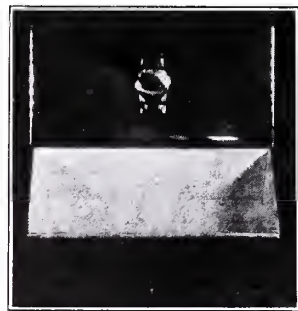
Nous avons l'intention de donner à ce film un élan constant et prodigieux de publicité. Nous avons commencé déjà et nous pensons que le meilleur que chaque bureau de la Paramount puisse faire est de soutenir ce film avec le même zèle et la même ferveur, caractéristique de l'avant-garde de leur campagne pour "Beau Geste," "Chang" et "Wings" (Les Ailes).

Quel Paramountier ira visiter le Studio de Paramount ?

Quelque part dans le monde, le directeur d'une Division Paramount visitera les studios de la Paramount, à Hollywood à quelque date, au début de 1929. (Ceci, naturellement à la condition qu'il ne choisisse pas le prix alternatif de mille dollars en espèces).

Cependant nous assumons qu'il choisira le voyage de Hollywood.

Nous savons qu'il sera, mais nous ignorons certainement qu'il est en ce moment. Nous voulons dire que nous savons que ce sera le directeur gagnant de la Division gagnante, mais ce n'est pas toute l'astrologie ou la psychologie du monde entier, qui nous le révélera à cette heure. Mais nous savons qu'il est un des cent ou davantage de directeurs généraux qui travaillent et s'efforcent d'atteindre à l'honneur de compter leur bureau dans la Division de premier rang.



CLARA BOW'S GIFT

What a real thrill the winning branch manager of the Division winning the October-November-December section of the 1928 "Greatest Year!" Contest is going to get when he offers his business and social friends cigarettes from this solid silver cigarette case. It is the gift of Clara Bow, and a personal letter and signed photograph will accompany it.

Et, afin de lui montrer l'endroit où il ira, nous avons reproduit sur une autre page l'imposant portail principal, par lequel il passera pour entrer dans la place de la plus enchanteresse du monde... le Studio Paramount.

UNE RE-VUE MERVEILLEUSE DU "PATRIOTE"

Nous avons publié ailleurs dans ce numéro de Paramount à travers le Monde, une revue endorsant 'Le Patriote' comme le plus grand de tous les films. Cette revue fut écrite par Benjamin de Casseres, critique américain de la scène et du film et des plus illustres. Cette critique rend à ce film des éloges que nous n'avons jamais reçu auparavant. Bien que la revue soit publiée en anglais, nous avons demandé expressément qu'elle fût traduite en votre langue de façon que vous vous rendiez compte de la raison de notre enthousiasme pour ce film puissant, dans lequel Emil Jannings est une vedette si magnifique et dirigé d'une façon magistrale par Ernst Lubitsch.

Mr. E. E. SHAUER DE RETOUR A NEW YORK

Ce fut certes avec un vif plaisir que le bureau principal de la Paramount salua de retour du directeur de la légion étrangère, Mr. E. E. Shauer, le 7 courant. Il arriva sur le SS. Aquitania avec Mr. Frank Meyer, acheteur général de la Compagnie et exprima sa satisfaction du résultat de son voyage. Il fut reçu avec grand enthousiasme dans les villes visitées en Grande Bretagne, France, Italie et Allemagne et il désire profiter de cette occasion pour remercier tous ceux qui faciliteront sa mission d'observation et de surveillance.

CHURCH AND DRAMA LEAGUE OF NEW YORK PICKS "THE PATRIOT"

The Church and Drama Association of New York City has issued its first weekly bulletin of motion pictures covering the season of 1928-1929. The first motion picture gaining the honor of being endorsed is "The Patriot," the Emil Jannings-Ernst Lubitsch Paramount film now at the Rialto.

Nous avons publié le mois dernier des reproductions de nos suggestions de prix pour ce "plus grand concours de 1928." Ces photographies présentaient une plaque, bannière et parchemin proposés et pour référence nous les publions à nouveau dans le numéro de ce mois.

Nous invitons tous les Paramountiers du monde à nous soumettre des esquisses donnant des idées supérieures pour une plaque, bannière ou parchemin, car nous nous rendons compte qu'il y a des personnes ayant des idées supérieures aux nôtres à ce sujet.

Ce concours est ouvert à tous; n'importe quel Paramountier peut soumettre des esquisses de l'un, de deux ou de tous les trois prix. Le bureau central de New York paiera un prix de cent dollars pour la meilleure esquisse d'une plaque servant à ce plus grand concours de 1928.

Un prix similaire de cent dollars sera attribué pour la meilleure esquisse d'une bannière et un troisième prix du même montant pour la meilleure esquisse d'un parchemin.

Il n'y a pas de restriction quant aux prix que n'importe quel Paramountier peut gagner ceci rendant possible qu'un légionnaire gagne deux ou tous les trois prix.

Les esquisses doivent être reçues à la maison mère vers la fin de 1928 et adressées à Monsieur Seidman. Jugement final sera passé par Messieurs E. E. Shauer et Seidman.



This group of popular Paramountiers was snapped in Milan (Italy) recently by Frank Meyer's excellently controlled camera. From left to right they are: Melville A. Shauer, special European representative; Mr. E. E. Shauer, Count Edouardo Micheroux de Dillon, Paramount manager in Milan; and David Souhami, general manager for Paramount in Italy. The scene was outside the Milan office.

LE VICE-CONSUL BELGE LOUE "LE PATRIOTE"

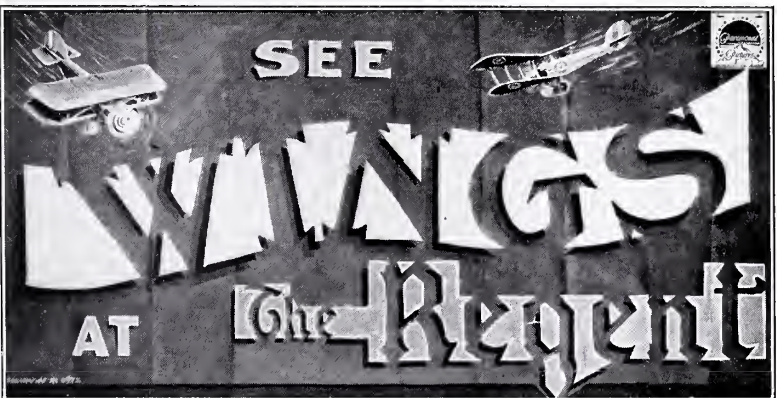
Après avoir assisté à la production Paramount - Jannings - Lubitsch "Le Patriote," le vice-consul de Belgique à New York écrivit la lettre suivante au département étranger de la Paramount:

"Rien que je puisse dire au sujet de ce film n'a pas été exprimé déjà en termes supérieures par les critiques locaux. Emil Jannings et Lewis Stone se sont surpassés tous deux et ont donné le meilleur d'eux-mêmes à l'écran."

WORLD WIDE WHIRRING OF "WINGS"



NEW YORK. Another picture of the exterior of the Criterion Theatre, this time showing the addition of "2nd Year" to the massive sign. The electric lights under the marquee also carry the caption "Second Year At This Theatre." This Paramount epic of the air will remain at the Criterion until 1929—which means that it is doing wonderful business.



SYDNEY. Here's a very effective twenty-four-sheeter prepared by the Australian department of sales promotion, and copyrighted by them. It was used for the season of "Wings" at the Regent, Sydney. For best effect look at it from a distance, or through squinting eyes.



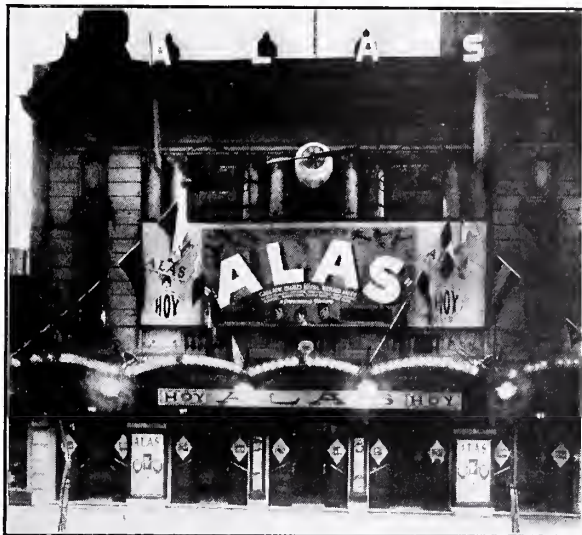
LINKED "WINGS" WITH BRITISH AIR RACES.

One of the finest exploitation link-ups of the year was that effected by Paramount in England of linking "Wings" with the King's Cup air races which recently thrilled the nation. Through the medium of "Paramount Service," that ever sparkling weekly, we have been able to see the all-encompassing nature of the linking of "Wings" with the planes, hangars, and most of all with the attention of the hundreds of thousands who attended the meeting. A great piece of work, reflecting the utmost credit upon all connected with it.

BRAZIL. At left is a reproduction of a truly superb "Wings" poster which was produced in Sao Paulo, Brazil. Congratulations to those responsible for this fine job.

ARGENTINA.

Exterior of the Capitol Theatre, Buenos Aires, on the occasion of the recent inspiringly successful season of "Wings." Note the imposing prominence of the picture's title: also the very effective display of the aeroplane engine and propellor. This work reflects great credit on those responsible for its creation.



THE WHIRRING OF "WINGS" IN MELBOURNE

Last month's story of the super success of Paramount's air epic at the Capitol Theatre, Melbourne, Australia, has been supplemented by the receipt of additional advice from John E. Kennebeck. When he wrote, the picture was in its eighth week and the end of the season seemed to be far from in sight. The terrific exploitation campaign which had been put over by Mel G. Lawton was still sweeping forward with irresistible impetus, and it seemed to be that every window in the city was thundering the story of "Wings" to the passersby.

Proof of the fact that an international exchange of presentation and exploitation ideas is both possible and practical is to be found in the Capitol's prologue, which employs the major features of the London and New York presentations, coupled with several Australian touches.

"WINGS" SUPERBLY PUBLICISED IN RIO DE JANEIRO.

In keeping with the consistently superb level of presentation of "Wings" in other parts of the world, the publicity campaign for the Paramount air epic in Rio de Janeiro was a wonderful piece of work. We have received the campaign book in Home Office and must sincerely congratulate all concerned upon the thorough fashion in which the greatness of the film was made known to the picturegoers of the city through the medium of the press. Small wonder that "Wings" is scoring such a wonderful success in Brazil.



ARGENTINA. One of the very effective pieces of exploitation used in conjunction with the season of "Wings" in Buenos Aires. Aided the picture at the Capitol Theatre, the exterior of which is shown above.

GERMANY ALSO HAS SOME MAGNIFICENT "WINGS" POSTERS

Just before we sent this issue of Paramount Around the World to press we received a magnificent red, blue, black and gold "Wings" poster from Germany. It is one of the finest posters we have ever received from any part of the world, and despite its immensity we have found a prominent place for its display in the Home Office Foreign Department.

It seems to our way of thinking that the many Divisions of the Foreign Legion have done themselves proud in the originality and effectiveness of the many "Wings" posters produced to date.

HOLLAND. At right is Holland's contribution to the "Wings" poster gallery. A stunningly fine contribution, too. In Holland the Paramount epic of the air is known by the Dutch translation of "Flaming Wings," an excellent title.



Drei verschiedene Arten von Preise für den diesjährigen Kontest

Den jungen Helden der Luft, deren Schwingen für immer erlahmten, ist dieser Film in Ehrfurcht gewidmet

MIT "WINGS," DEM GROSSEN FLIEGERFILM DER PARAMOUNT, BEGINNT EINE NEUE FILMHISTORISCHE EPOCHE. "WINGS" IST DER ERSTE FILM, DEN DIE PARAMOUNT, SEIT SIEBZEHN JAHREN PIONIER UND FUEHRER AUF DEM WELTMARKT DES FILMS, MIT GERAEUSCH- UND TONEFFEKTEN HERAUSBRINGT. DER ZUSCHAUER WIRD ALSO NICHT NUR DAS LEBENDE BILD AUF DER LEINWAND VOR SICH SEHEN, SONDERN AUCH NEBEN DER ORCHESTRALEN BEGLEITMUSIK KLANGUNTERMALUNGEN VERNEHMEN.

GROSSE DINGE WERDEN VON "WINGS" IN DEUTSCHLAND ERWARTET.

Wir, in der New Yorker Zentrale, haben eine Menge enthusiastischer Prophezeihungen in Hinsicht auf "Wings" Erfolg in Deutschland erhalten. In einem Schreiben von Jerome Lachenbruch, dem Propagandachef, befand sich ein Bild, die Ausstellung der Filiale zeigend, welches wir in dieser Ausgabe reproduzieren. Zu gleicher Zeit berichtete er wie "Wings" dort mit Toneffekten, welche es zu einem durchschlagenden Erfolg gleich dem in New York und London verhalten werden, gezeigt werden soll. Wir versichern Ihnen, dass die Zentrale mit grossem Interesse der "Wings" Premiere in Deutschland entgegenseht.



Sondernummer "WINGS"

FRONT PAGE of the special "Sound Number for 'Wings'" issue of NEUES VON DER PARAMOUNT issued by the Paramount Publicity Department in Berlin. This issue, an especially enlarged one, contained a wealth of information relative to "Wings," its massiveness, its players, and the manner in which it can be presented and exploited.

Wir haben nun drei verschiedene Gruppen von Preisen, die von Paramountlern der ganzen Welt in Verbindung mit dem "1928, bedeutendstes Jahr!" Kontest gewonnen werden können. Diese dienen dazu, den Ihnen bekannten Kontest mit Leichtigkeit zu dem Anziehendsten zu gestalten, welcher bis jetzt von dieser Firma abgehalten wurde.

Erst einmal haben wir die Preise, welche von der Paramount Famous Lasky Corporation ausgesetzt worden sind. Diese bestehen aus der Metallplatte für die gewinnende Filiale, dem Banner für die nächste Filiale und dem Pergament für diejenige Filiale, welche als dritte ins Ziel geht. Im Anschluss hieran ist ein Bargeld Preis von tausend Dollar oder eine Reise nach Hollywood für den Filialeiter der führenden gewinnenden Filiale, sowie ein extra Wochenlohn für jedes Mitglied des Stabs der gewinnenden Filiale vorgesehen worden. Ein Preis von fünfhundert Dollar geht zum Leiter der in diesem Rennen zweitbesten Filiale und ein extra halber Wochenlohn zu allen Mitgliedern des Stabs. Einen Preis von zweihundertundfünfzig Dollar erhält der Filialeiter der an dritter Stelle gewinnenden Filiale und ein jedes Mitglied des Stabs bekommt einen halben Wochenlohn extra.

Ferner haben wir die Spenden, welche von den zehn berühmtesten Paramount Stars gewidmet wurden. Diejenige Filiale wird diese Preise erhalten, deren Rekord für Oktober, November und Dezember so ausserordentlich ist, dass er den irgend eines anderen Jahres entschieden in den Hintergrund stellt. Die Gewinne werden in einer jeden Nummer illustriert und wurden von Emil Jannings, Bebe Daniels, Clara Bow, Adolphe Menjou, Richard Dix, Florence Vidor, Esther Kalston, George Bancroft, Evelyn Brent und Fay Wray gestiftet. Sie werden demjenigen General Manager, Filialeiter, Verkaufsleiter, Vertreter, Disponent, Reklameverkäufer, Expedient, Filminspektor, Buchhalter und Stenotypistin zugehen, der oder die von der gewinnenden Filiale gewählt wird.

Die dritte Einteilung der Prämien wurde in der vorigen Ausgabe des "Paramount Rund um die Welt" an-

EINE AUSGEZEICHNETE KRITIK UEBER "DER PATRIOT".

In einem anderen Teil dieser Ausgabe des "Paramount Rund um die Welt" brachten wir eine Rezension zum Abdruck, in welcher "Der Patriot" als "der hervorragendste aller Filme" bezeichnet wurde. Diese Kritik, von Benjamin de Casseres, einem der ersten amerikanischen Bühnen- und Filmkritiker, geschrieben, lobt den Film derartig, wie es uns in unserer langjährigen Filmstätigkeit noch nie vorgekommen ist. Da die Kritik in englischer Sprache abgefasst ist, haben wir Ihren Abteilungsleiter gebeten, dieselbe in Ihre Sprache zu übersetzen, damit Sie wissen, WARUM wir von diesem prachtvollen Film, in welchem Emil Jannings in so überwältigender Weise die Starrolle spielt, und der so ausgezeichnet von Ernst Lubitsch inszeniert wurde, so überaus begeistert sind.

gekündigt. Diese Einteilung ermöglicht es den Paramountlern, welche sich nicht aktiv am Gewinn der anderen Preise beteiligen können, auch etwas zu gewinnen. Diese neuen Preise—und zwar drei—sind je einhundert Dollar und werden für die besten Entwürfe der Ehrenpreise—Metallplatte, Banner u. Pergament—verabfolgt. (Einzelheiten hierüber finden Sie in einem anderen Teil dieser Nummer in deutscher Sprache.)

Alles, was Sie nun zu tun haben ist, einen jeden Muskel anzuspannen und so viel wie möglich Gewinne für Ihre Filiale, für Ihre Abteilung und für Sie selbst zu gewinnen!

Herr E. E. Shauer kehrt nach New York zurück.

Die Paramountzentrale war hocherfreut, ihren Leiter der Auslandsabteilung, Herrn E. E. Shauer, am 7. September in New York begrüßen zu können. Er kam in Begleitung Herrn Frank Meyers, dem Leiter der Bestellabteilung, mit der Aquitania an und verlautete, dass er mit den Resultaten dieser Reise sehr zufrieden sei. In England, Frankreich und Italien wurde er mit grösster Begeisterung empfangen, und Herr Shauer möchte hier die Gelegenheit wahrnehmen, und allen denen, welche seine Arbeit erleichterten und seine Inspektionsmission vereinfachten, seinen herzlichen Dank für ihre Hilfe aussprechen.

WIR DRINGEN SCHON JETZT IN SIE, UM SIE VON "DIE VIER FEDERN" ZU BEGEISTERN.

Der nächste Cooper-Schoedsack Film, der von den beiden Männern verfilmt wurde die "Chang" photographierten, ist "Die Vier Federn." Höchst dramatische Handlungen sind hier mit den erstaunlichsten Dschungelphotographien, die je auf Zelluloid übertragen wurden, verwoben. Im vorigen Monat machten wir bereits im Zusammenhang mit diesem Film einige Ankündigungen, und in

WELCHER PARAMOUNT-LER WIRD DAS PARAMOUNT-ATELIER BESUCHEN?

Einer der Paramount-Filialeiter in irgend einem Teil der Welt wird dem Paramount-Atelier in Hollywood Anfang 1929 als Gast der Paramount-Organisation einen Besuch abstatten. (Das heisst selbstverständlich, wenn er den Bargeldpreis von tausend Dollar nicht vorzieht.)

Wir nehmen jedoch an, dass er eine Reise nach Hollywood wählen wird. Wohl wissen wir, wer er sein wird, aber augenblicklich können wir noch nicht sagen, wer ER ist. Damit ist gemeint; wir wissen, dass er der gewinnende Filialeiter der sitzenden Division ist; aber alle Gedankenleser und Astrologen der Erde können uns nicht seinen Namen nennen. Doch eins ist uns bekannt, nämlich, dass er einer der einhundert oder mehr inspirierten Manager ist, die nun alle wetteifern und sich abmühen um die Ehre zu erringen, dass ihr Büro die Filiale ersten Ranges in der führenden Division ist.

Um den auserkorenen Leiter das Ziel seiner Reise vor Augen zu führen, haben wir das Hauptportal, durch welches er in den geheimnisvollsten Platz der Welt—das Paramount Atelier—gelangen wird, in einem anderen Teil dieser Nummer zum Abdruck gebracht.

This German Exchange display for "Wings," described in the story below, is not only remarkably effective, but is splendidly in keeping with the theme and the spirit of this superb Paramount air epic.



"WINGS" IN GERMANY.

It is mighty interesting to note that "Wings" will be "Wings" in Germany. The title will not be translated, thus placing it in the same noted category with "Chang."

Our illustration above has been sent us by Jerome Lachenbruch, director of publicity for Germany. It depicts the "Wings" display in the Königsberg exchange, set up there to attract the attention of visiting exhibitors. The display consists of a propellor borrowed

from the 'Lufthansa' (the largest passenger air plane service in Germany), mounted on an eagle and a wreath, and beneath it the press story which the Berlin office got direct from Baron von Huenefeld. All of the other German offices are now making similar displays.

In his letter Lachenbruch says: "As you know, we are going to bring out this picture with sound effects and expect to have a success which will parallel the London and New York successes.

AUSTRALIA

A more than generous response to the ever-present invitation to submit contributions to Paramount Around the World was forthcoming this past month from Australia. As a result—and through the action of Sales Promotion Manager John E. Kennebeck—we are carrying over the Australian news from Page 6 onto the available space on this page; at the same time disregarding whatever prophetic gesture it may be possible to formulate between the Australian news and the other story on the page.

On August 17, the S. S. Ulimaroa from Sydney carried a group of Paramounters for New Zealand. They were District Manager C. E. Henderson of Melbourne with his wife and two children, Patsy and Joyce; and Salesman Harry Curry with his wife and daughter, Diane. Mr. Henderson went on a special sales mission to sell the Whole Show Program for next year. Mr. Curry is a newly appointed Paramount Salesman assigned to Wellington territory to assist Manager S. H. Craig. He succeeds Salesman Wally Kritsch who has been transferred to the Brisbane office under Manager A. R. Carmichael.

Mr. Hicks announces the following changes in the Blue Ribbon organization in Australia: Wally Kritsch, salesman, from Wellington to Brisbane; Harry Neville, salesman from Brisbane to Sydney; R. G. Winch, salesman from Sydney to Head Office Exploitation Department to handle Road Show No. 4 of "Wings;" assignment of C. Pond as Exploitation Representative in charge of "Wings" Road Show No. 3; A. Roger Logan, accountant from Brisbane to Sydney as Head Office Accountant; James Fleming from H. O. Accounts to Brisbane as Accountant; Reg. H. Kelly, Exploitation Rep. in New Zealand, to handle "Wings" Road Show No. 2.

With Union Theatres the pre-eminent national picture theatre circuit, obtaining Paramount's Whole Show first releases for next year in the capital cities of Australia, closer cooperation for great exploitation of our product will be noted. By the deal made by Mr. Hicks, Paramount's Whole Show Program with Short Features will be released in these theatres:

Sydney: The Capitol, the new State, Lyceum, Lyric, Haymarket and Empress. **Newcastle:** Theatre Royal, Strand and Lyric. **Brisbane:** Wintergarden, Tivoli, Majestic and Valley Theatre. **Melbourne:** The New State. **Adelaide:** West's Olympia, York and Wondergraph. **Hobart:** Her Majesty's Theatre. **Launceston:** Majestic and New Princess. **Perth:** Ambassadors and Prince of Wales.

The new State Theatre in Melbourne which will be Paramount's first release house in that city next year will be opened on January 1. It will seat 3000 and is located in Flinders Street near the suburban

WHO?



There's a terrific question on our mind!

It's not only on our mind; we are sanguine in the belief that it is also on the mind of every Paramount Branch Manager in the Foreign Legion.

Every way you look at it it's a mighty question, for it involves weeks of travel, the crossing of oceans or the spanning of continents: it means packing and gifts and letter-writing and a lot of other duties and details.

And above all else it is linked with the scene which is pictured above. Yes, this question is tied directly with this imposing entrance—a portal through which pass the greatest stars, directors and authors of the firmament. It is the supreme drawbridge leading into one of the most fascinating corners of this wonderful old world.

It is, in brief, the entrance to the Paramount Studio in Hollywood, and through it, early in 1929, there will pass the winning branch manager in the winning division of the 1928 "Greatest Year!" Contest.

And yet, when it comes to the matter of his identity, we can only, for the time being, repeat the enigmatic word which we have so ostentatiously placed at the top of the page.

electric station in the heart of the business section of Melbourne. Construction is going on in three shifts, 24 hours a day. It is a U. T. house.

The new Union Theatres house in Perth, The Ambassadors, opened Sept. 29 with "Honeymoon Hate," followed by first Paramount releases.

J. A. Sixsmith, Secretary-Treasurer of Paramount in Australia, spent several weeks in New Zealand on business in August. He was accompanied by Mrs. Sixsmith.

Ad Sales business in the Blue Ribbon division (Australia, New Zealand and the Far East) is better than ever, with increased poster distribution following the increased film contract sales. Ad Sales orders are coming in fine with the film contracts. Our stock losses are therefore cut down to a minimum by the Ad Sales Contracts and by careful check on branch and head office stocks by the Danger Card and Stock Card systems.

Exploitation Manager Mel G. Lawton did the exploitation of "Wings" in Melbourne, Sydney, Adelaide and Perth.

Australia has launched three Road Shows on "Wings," and New Zealand one. All are equipped with Synchronized Sound Effects, Music Scores, Special Ad cuts, exploitation tie-ups and publicity matter. An electrician and sound expert travels with each road show while the Exploitation Representative works in advance. Here are the staffs of the Road Shows: No. 1 Mel G. Lawton, Exploitation Manager in charge; Frank Tierney, Electrician. No. 2 Reg. H. Kelly, Exploiteer in charge; (New Zealand); Frank Williamson, Electrician. No. 3 C. Pond, Exploiteer in charge; Harold Patterson, Electrician. No. 4 R. G. Winch, in charge.

The following items of Australian interest were inserted in the Paramount Short Feature, "Knights of the Air," which is being released with "Wings" for Road Show screenings: Sir Ross and Sir Keith Smith (Australians who flew from England to Australia in 1919); Sir George Wilkins' North Pole flight; the Bremen trans-Atlantic flight; the Italia flight; Bert Hinkler (the Australian who flew from London to Australia in 15 days); the "Southern Cross" trans-Pacific flight of Kingsford-Smith, Ulm, Lyon and Warner in June last.



TO NEW ZEALAND. Harry Curry, Mrs. Curry and their daughter; Mr. and Mrs. Claude Henderson and their two children; and John E. Kennebeck on the deck of the S. S. "Ulimaroa." (See first story on this page.)

PREMI ADDIZIONALI OFFERTI A TUTTI I PARAMONTESI

"THE FOUR FEATHERS" ("LE QUATTRO PENNE") ECLISSERÀ "CHANG"

Questo è quanto ha letteralmente detto il Sig. Lasky dopo aver visto le prime parti dell'epica della camera fotografica di Cooper e Shoedsack relativa alle avventure della jungla nel cuore del Sudan africano. Queste parti della film sono indicibilmente emozionanti e di tale natura che niente di simile è mai prima d'ora apparso sullo schermo in nessun luogo.

Un'altra caratteristica di grandezza della film "LE QUATTRO PENNE" è la fusione di questa meravigliosa cinematografia della jungla con un'epica storia di coraggio che è, si può dire, all'altezza di "Bel Gesto." Qui di nuovo vediamo la Paramount in prima fila, perchè questa è la prima volta nella storia dello schermo che le autentiche emozioni della jungla sono state collegate con una storia di grande merito.

Stiamo progettando di dare a "Le Quattro Penne" una strepitosa e ben distribuita avanguardia di pubblicità. Abbiamo già cominciato e crediamo che il miglior piano possibile per tutti gli uffici Paramount sia quello di appoggiare questa cinematografia con quello stesso fervore e con quello stesso zelo che hanno distinto le campagne d'avanguardia di "Bel Gesto," di "Chang" e di "Ali."

UNA MERAVIGLIOSA RIVISTA SULLA FILM "IL PATRIOTA"

In un'altra parte di questo numero di Paramount Intorno al Mondo abbiamo pubblicato una rivista che riconosce essere "Il Patriota" "La più grande di tutte le cinematografie." Questa rivista è stata scritta da Benjamin de Casseres, uno dei più rinomati critici drammatici—sia della scena che dello schermo d'America. Sebbene la rivista sia stata scritta in inglese, abbiamo fatto specifica richiesta che venga tradotta nella vostra lingua, affinché possiate rendervi conto del perchè siamo stati così calorosamente entusiasti di questa possente cinematografia, nella quale Emil Jannings è così magnifico come stella e che è stata così splendidamente diretta da Ernst Lubitsch.

IL SIG. E. E. SHAUER RITORNA A NEW YORK

La Sede Centrale della Paramount è stata ben felice di dare il benvenuto a New York, il 7 settembre, al capo della sua Legione Estera, Sig. E. E. Shauer. Egli è giunto sull'Aquitania insieme al Sig. Frank Meyer, agente generale per gli acquisti per conto della Compagnia e si esprime come se i risultati del suo viaggio gli avessero dato grande soddisfazione. Sia in Inghilterra, che in Francia, che in Italia, ovunque egli si è recato, ha incontrato il massimo entusiasmo ed egli desidera di cogliere l'occasione per ringraziare tutti coloro che facilitarono il suo compito, agevolando così di molto la sua missione di rivista e di osservazione.

CHI SARÀ QUEL PARAMONTESE CHE VISITERÀ LO STUDIO PARAMOUNT?

Un direttore di una delle succursali della Paramount, in qualche parte del mondo, si recherà a visitare lo Studio Paramount ad Hollywood come ospite della organizzazione Paramount verso la prima parte del 1929. (Vale a dire, naturalmente, ameno che egli non preferisca di accettare il premio alternativo di Mille Dollari in contanti.)

Supponiamo, tuttavia, ch'egli sceglia il viaggio ad Hollywood.

Sappiamo chi sarà, ma certamente non sappiamo chi è — al momento attuale. In altre parole, sappiamo ch'egli sarà il direttore della succursale vincitrice della divisione vincitrice, ma tutta la lettura del pensiero e l'astrologia del mondo non potrebbero dirci il suo nome in questo momento. Ma possiamo dire ch'egli è uno dei cento e più direttori di superlativa ispirazione, che stanno ora lottando ed industriandosi per raggiungere l'onore di far figurare il loro ufficio come la succursale capo-fila nella divisione capo-fila.

E allo scopo di dargli un'idea del luogo ove si recherà, abbiamo riprodotto in un'altra pagina la imponente porta principale attraverso cui egli penetrerà nel più incantevole luogo di tutto il mondo — lo Studio Paramount.

TRE SEPARATE CATEGORIE DI PREMI PEL CONCORSO DI QUEST'ANNO

Vi sono ora tre separate categorie di premi che i Paramountesi in tutte le parti del mondo possono vincere in relazione col Concorso del 1928 "L'anno più grandioso!" Essi servono a rendere il concorso in vigore senza dubbio il più attraente che sia stato dato sino ad ora.

Vi sono in primo luogo i premi che sono stati conferiti dalla Paramount Famous Lasky Corporation. Questi consistono della Placca per la divisione vincitrice, dello Stendardo per la divisione che prenderà il secondo posto e della Pergamena per la divisione che completerà col terzo posto. Inoltre c'è un premio di Mille Dollari o l'alternativa di un viaggio ad Hollywood per il direttore della succursale alla testa della divisione

vincitrice, come anche una settimana di salario extra per ciascun membro del personale di essa succursale vincitrice. Un premio di Cinquecento Dollari è destinato al direttore della succursale della divisione del secondo posto, e la metà di una settimana di salario a ciascun membro del personale. Un premio di Duecentocinquanta Dollari va al direttore della succursale della divisione del terzo posto e la metà di una settimana di salario a ciascun membro del personale.

Vi sono poi i premi speciali che sono stati donati da dieci delle stelle di prima grandezza della Paramount. Questi premi andranno a quelle divisioni i cui risultati per Ottobre, Novembre e Dicembre sorpassino con maggiore evidenza i risultati ottenuti durante i mesi di Ottobre-Novembre-Dicembre nella loro storia. Questi premi, che noi illustriamo in ogni numero, e che sono stati conferiti da Emil Jannings, Bebe Daniels, Clara Bow, Adolphe Menjou, Richard Dix, Florence Vidor, Esther Ralston, George Bancroft, Evelyn Brent e Fay Wray, verranno conferiti al direttore generale, direttore di succursale, direttore di vendite, commesso, rappresentante, viaggiatore, spedizioniere, ispettrice di films, contabile e stenografa la cui succursale vincitrice li clegga a questo onore.

La terza divisione dei premi venne annunciata il mese scorso in maniera preliminare. Questa divisione rende possibile per quei Paramountesi che non possono attivamente partecipare nella vittoria degli altri premi di avere una opportunità di vincere qualche premio per loro proprio conto. Questi nuovi premi, di cui ve ne sono tre, sono di Cento Dollari ciascuno e verranno conferiti per i migliori disegni della Placca, dello Stendardo e della Pergamena.

Ora tutto quanto occorre è che voi vi adoperiate con tutta la vostra mente e con tutti i vostri muscoli a vincere tanti di questi premi per la vostra divisione, per la vostra succursale — e per voi stessi — quanti possibilmente potete.

Il mese scorso pubblicammo delle riproduzioni di quanto suggeriamo come premi in questo Concorso del 1928 "L'anno più grandioso!" Queste figure mostravano una proposta Placca, Stendardo e Pergamena e, per essere più precisi, li riproduciamo di nuovo nel numero di questo mese.

Noi invitiamo tutti i Paramountesi in tutte le parti del mondo a sottomettere schizzi se hanno idee migliori per Placca, Stendardo e Pergamena, perchè ci rendiamo conto che ci deve essere qualcuno che abbia delle idee migliori di quelle che abbiamo mostrato noi per quel che riguarda questi tre oggetti.

Questo concorso è aperto a tutti e chiunque fra i Paramountesi può sottomettere schizzi di uno, di due o di tutt'e tre i premi. Per il migliore schizzo di una Placca che meglio si adatti a questo Concorso del 1928 "L'anno più grandioso!", la Sede Centrale di New York conferirà un premio di \$100. Un eguale premio di \$100 verrà conferito per il più appropriato schizzo di uno Stendardo; ed un terzo premio di \$100 per il migliore schizzo di uno Pergamena.

Gli schizzi dovrebbero raggiungere la Sede Centrale prima della fine del 1928, indirizzati al Sig. J. H. Seidelman. Il giudizio finale verrà passato dal Sig. E. E. Shauer e dal Sig. Seidelman.

CITTA A CUI I PREMI POSSONO ANDARE

L'Italia questo mese mostra dei risultati eccellenti nella serie delle scene delle Città alle quali i Premi possono andare. Forse questo fatto è profetico: forse indica che c'è molta verità in quel detto "Il lampo colpisce due volte lo stesso luogo!" Ad ogni modo, siamo molto lieti di riprodurre questo mese paesaggi di Napoli e di Venezia e di augurare ai Paramountesi di queste due splendide città tutto il successo immaginabile.

QUANDO MELVILLE A. SHAUER ERA A MILANO

In incidente assai umoristico e divertente riguardante Melville A. Shauer, speciale rappresentante estero della Paramount e certe lame di rasoio di sicurezza, ebbe luogo recentemente a Milano. Uno di questi giorni voi potreste domandargliene qualcosa: ma lo scopo principale nostro di menzionarlo qui è il fatto che, sebbene l'incidente è umoristico, rappresenta, al tempo stesso, una prova dell'efficiente servizio degli alberghi di Milano — un servizio che ben potrebbe essere servizio Paramount.



This combination lighter and watch is the gift of Esther Ralston to help make the October - November - December section of the 1928 "Greatest Year!" Contest a super-winner. The gift, with a personal letter and autographed photo, will go to the first salesman of the winning division.

The Greatest

Character Star



Inspires the

Greatest Tribute

Here is indeed a tribute to a Paramount picture—a tribute which we most fervently hope will be translated into every language in order that the peoples of all the world will know of the greatness of "The Patriot." This tribute is the review of the foremost critic of the screen and the drama, Benjamin DeCasseres. It appeared in the trade magazine "Motion Pictures Today," and in commenting upon its publication the editor said: "We regard Paramount as extremely fortunate in being able to offer to the public through the exhibitors a motion picture which reconciles doubters to the greatness of the screen. Pictures which even approach 'The Patriot' in greatness will better the business as a means of public entertainment and we shall hail and welcome imitators who have the wisdom to follow its example of dramatic power and magnificence."

THE GREATEST OF ALL MOTION PICTURES

By BENJAMIN DeCASSERES

"THE PATRIOT" is the greatest motion picture I have ever seen. It is the greatest motion picture ever made. It is the "Hamlet" of the screen. As the peak of motion picture production had been attained for me in "The Cabinet of Dr. Caligari," "The Patriot" led me to a still higher peak of aesthetic enjoyment. At last, in story-telling perfection, direction, casting and acting, the Picture has triumphed over the speaking stage!

For those who, like myself, had begun to lose faith in the inherent possibilities of this great medium "The Patriot" has redeemed all fading hopes. It might be called "Twenty Years After." No longer "in its infancy," no longer just an hour's brainless diversion for Mary and John, for the moron, this picture, made by an incomparable artist, Ernst Lubitsch, presented by Adolph Zukor and Jesse Lasky, lifts the screen high in the Pantheon of the Arts. It is impeccable. It is tremendous!

For one hour and a half I, among hundreds of others, sat breathless, coughless, glued to my chair, hoping that this amazing story would never end. And when it did end, my emotion, my sense of a vivid and vital pleasure were too great for applause. There was silence because we wanted to shout.

I have seen all the great actors in the world for the last forty years and have seen all the leading screen actors since the inception of motion pictures. I therefore believe I know the difference between creative acting and clever mechanical mimicry. I have seen and studied the work of Emil Jannings in every picture he has appeared in except one. I pronounce Emil Jannings not only the greatest living actor either on the stage or screen in the world (which in no way detracts from my great admiration for George Arliss, Vladimir Sokoloff, and John Barrymore—the stage Barrymore) but after seeing him as Czar Paul in "The Patriot" I come naturally and calmly to the conclusion that he is the greatest actor I have ever seen—greater than Booth, the Barretts, Mansfield, Irving or Novelli. Jannings' Paul, the crazy Czar, is epical. It smashes the camera, the screen, the director's megaphone, and walks up to your eyes a brutal, insane, comic Rabelaisian, sadistic creation of flesh-and-blood that awes the mind, overwhelms the senses and pounds the nerves.

I saw no screen, I was not in a theatre, I was not a spectator at a "show." I was back in St. Petersburg in 1801 in the palace of a monster watching the mental and physical mechanism of a royal maniac in its smallest details—unto that peak of furious acting when, standing on his throne, he defies the soldiers of Count Pahlen, refuses to abdicate and is slain. His transitions from the gay mood to the furious mood, from piggish love-making to death-fear, from blood-lust to fawning and cringing before the one being he feared and loved, Count Pahlen, were marvels of acting.

Be it said to the credit of the Paramount people and to the great glory of the motion picture that they allowed Ernst Lubitsch, greatest of all directors, and Hans Kraly, the maker of this screen story from the Alfred Neumann play, absolute and untrammelled freedom. As it is Jannings' greatest pictures, so is it Lubitsch's greatest masterpiece of direction. The latter has the same universal versatility as the former.

Here, too, is the perfect cast, chosen by Lubitsch. Lewis Stone's Count Pahlen, the patriot, subtle, debonair, a Machiavelli of Brutuses, who has ordered the assassination of the Czar for the good of Russia and who has himself shot after his work is done by his "trusty" to prove that he is a patriot and not a self-seeker, in a scene of great, sublime pathos, (no mawkish, sentimental slop in this play!)—Lewis Stone is second only to Jannings himself in the perfection of his acting. Stone has topped his career.

Florence Vidor as the Countess Ostermann, a tool of Pahlen's, leaps to the front as one of the greatest actresses on the screen. She was never more beautiful, restrained and appealing. Again perfection!

Every screen-writer in the country should study Hans Kraly's story-making. There is not a shot that is not vital to the whole. Harmonized in all parts, moving simply, inexorably from incident to incident, from situation to situation, from sequence to sequence to its logical climax. "The Patriot" should become the classic in technique of screen stories. The titles, too, by Julian Johnson, were plain, direct, cut to the bone and sparse, a triumph of elimination.

The musical synchronization made by the Paramount Publix Music Department and played by the Paramount Symphony Orchestra, with the Imperial Russian Choir, under the direction of Nathaniel Finston, added greatly to the enjoyment of the picture. But this picture is so fine that I for one could still go into superlatives over it if it were run silently.

Emil Jannings in "The Patriot" is the Big Screen Event in motion picture annals.

Os Paramountezes Lusos e Brasileiros Continuam Porfiando pela Victoria

MAIS PREMIOS OFFERECIDOS A TODOS OS PARAMOUNTEZES

No mez passado publicamos os premios para o grande concurso deste anno. Constavam de uma placa, um pendão e um pergaminho, que são publicados novamente neste numero para servirem de guia.

Convidamos agora os Snrs. Paramountezes de todos os paizes do mundo para nos enviarem esboços mostrando melhores desenhos dos que foram apresentados por nós afim de tornarmos estes tres premios ainda mais attrahentes.

Este concurso está aberto para todos e os desenhos poderão ser submittidos de um, de dois, ou dos tres premios. Para o melhor desenho da placa, o escriptorio de Nova York dará um premio de \$100. Um premio igual de \$100 será dado ao remetente do melhor desenho do pendão e haverá um terceiro premio tambem de \$100 para o melhor desenho do pergaminho.

Não ha restricções para o numero de premios e qualquer um dos concorrentes habilita-se a ganhar um, dois, ou mesmo todos os tres premios.

Os desenhos devem ser enviados até ao fim do anno de 1928, endereçados ao Snr. J. H. Seidelman. Os juizes serão os Snrs. E. E. Shauer e J. H. Seidelman.

A CRITICA POR DEMAIS FAVORAVEL DO SUPER-FILM "ALTA TRAIÇÃO"

Em outra parte desta edição, publicamos em resumo um artigo de critica sobre o super-film "Alta Traição" que o dá como a maior produção cinematographica de todos os tempos. O artigo em questão, devido á penna abalisada de Benjamin de Casseres, o mais competente dos criticos theatraes e cinematographicos que possui a America, rende o mais entusiastico preito de homenagem á belleza dramatica de "Alta Traição," o formidavel trabalho de Emil Jannings sob a direcção competentissima de Ernst Lubitsch. Se bem que o artigo esteja no original inglez, em tempo devido, para aquelles que não comprehendem o inglez, daremos uma traducção do mesmo.

MR. E. E. SHAUER ACHA-SE DE VOLTA EM NOVA YORK

O nosso Departamento Extranqueiro teve ha dias o grande prazer de receber de volta da Europa o nosso chefe Mr. Emil E. Shauer, que regressou em companhia de Mr. Frank Meyer, funcionario de categoria da Paramount. A viagem de Mr. Shauer se estendeu á Inglaterra, França e Italia, em cujos territorios estudou elle as condições dominantes no campo cinematographico.

Mr. Shauer foi recebido nesses paizes com as maiores expressões de entusiasmo, notando sempre grande animação em todos os ramos do negocio naquella parte do vasto territorio do seu departamento.

Quem Será o Gerente de Divisão que vae Visitar o Studio da Paramount?

Ahi está uma pergunta que paira nos ares, presentemente, á espera de uma resposta. De accordo com o plano do nosso Grande Concurso, um gerente de divisão, vencedor do primeiro premio, fará uma viagem a Hollywood em principios de 1929, correndo as despesas por conta da companhia — caso não queira elle aceitar o premio de mil dollares em dinheiro que faz parte do plano.

Sabemos que um dos nossos amigos na gerencia das succursaes estrangeiras irá gozar de uma visita ao Studio da Paramount ou, se o preferir de outra fórmula, dar bom emprego aos mil dollares do primeiro premio. Mas, o que por ora nos preoccupa é saber quem será o felizador conquistador desse alto privilegio. O certo é que um dos centos e tanto gerentes que temos no estrangeiro irá sahir vencedor no concurso, mas o seu nome não ha mundo astrologo ou adivinho de gran poder que nol-o possa revelar.

Sentimos que o felizador ahi vem, e para melhor indicação do caminho a seguir, reproduzimos em outra parte a imponente entrada do Studio da Paramount por onde penetrará elle nesse mundo encantado de onde saem as melhores pelliculas — que são as da marca das estrellas.

HAWAIIAN SOUVENIR.



Proving that if you go to Honolulu you cannot help liking the place, Esther Ralston exhibits this complex which developed after her recent vacation among the ukulele plantations and the waikiki farms. The Paramount star recently had a marvelous vacation in Honolulu, and if she ever decides to do a hula dance in one of her pictures we will leave it to you to decide whether or not it is a road show.



CA DE CASA. This is a reproduction of another of the inimitable page cartoons of "Ca de Casa," that ever-bright house organ of the Brazilian Division.

TRES GRUPOS DE PREMIOS PARA O CONCURSO DESTE ANNO

Os premios a serem distribuidos aos vencedores do Grande Concurso (1928) da Paramount, serão divididos em tres grupos. Cada grupo se dividirá de accordo com a victoria obtida pelos vencedores dos respectivos premios.

Em principio vem os premios oferecidos pela Paramount Famous Lasky Corporation, que constam, primeiramente, de uma placa comemorativa da divisão vencedora do primeiro premio, de um estandarte á divisão vencedora do segundo premio, e de um diploma de distincção á vencedora do terceiro premio. Afóra destes objectos, haverá mais um premio de mil dollares ou uma viagem de ida e volta á Hollywood para o gerente da divisão vencedora do primeiro lugar, como tambem uma semana de salario adicional para cada um dos empregados dessa divisão. Um premio de quinhentos dollares será oferecido ao gerente da divisão vencedora do segundo lugar e uma meia semana de salario adicional a cada um dos empregados dessa divisão. Um premio de duzentos e cinquenta dollares será oferecido ao gerente da divisão vencedora em terceiro lugar e uma meia semana de salario adicional a cada um dos membros dessa divisão.

Além dos já mencionados, haverá mais os premios oferecidos por dez dos mais importantes artistas da Paramount. Estes premios caberão ás divisões cujas entradas correspondentes a outubro, novembro e dezembro sobrepassarem ás suas entradas referentes a estes mezes nos annos anteriores. Estes premios, que temos mostrado em gravuras em nossas ultimas edições, são oferecidos por Emil Jannings, Bebe Daniels, Clara Bow, Adolphe Menjou, Richard Dix, Florence Vidor,

Esther Ralston, George Bancroft, Evelyn Brent e Fay Wray, caberão, por sua ordem, ao superintendente da divisão, gerente, vendedor, programador, guarda-livros, encarregado da publicidade, caixeiro de embarque, enquadrador de films e estenographas que forem eleitos por suas respectivas divisões para a obtenção de taes premios.

A terceira divisão de premios já foi annunciada o mez passado. Segundo essa partilha, torna-se possivel a muitos dos paramountezes que não poderão gozar dos primeiros, segundo e terceiro premios acima referidos, participarem entretanto de um grupo de novos premios de cem dollares cada um para quem apresente a melhor ideia para o desenho da placa, estandarte e diploma a que acima nos referimos. Os detalhes deste pequeno concurso vão em outra parte desta edição, ao alcance de todos os paramountezes.

Agora, pois, já quasi no fechafecha final, cabe a cada divisão redobrar de esforço para não ficar em ultimo lugar — porque no nosso Grande Concurso os primeiros serão sempre primeiros!

A PUBLICIDADE DE "AZAS" NO RIO DE JANEIRO

Quando se observa o grande successo obtido pelo film "Azas," no Rio de Janeiro, e se tem conhecimento do grosso volumes de artigos e apreciações publicados pelos jornaes, mandados a Nova York pela Central brasileira, obra do esforçado chefe do serviço de publicidade da Paramount no Rio, logo se liga uma cousa com a outra, e a conclusão só pode ser esta: de uma tal publicidade um tal successo.

A Central da Paramount no Rio e ao seu eximio propagandista agradecemos a remessa do livro de recortes e artigos que nos mandaram.

"A MARCHA NUPCIAL"

A bella pellicula de Von Stroheim está sendo exhibido em Nova York. Daremos pormenores do film em nossa proxima edição.

FROM RICHARD DIX

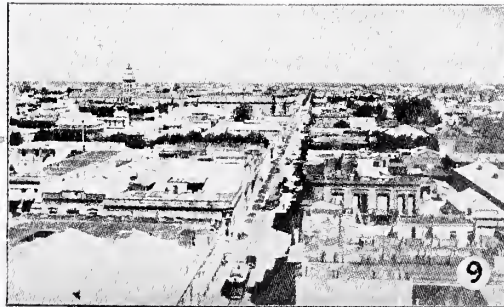
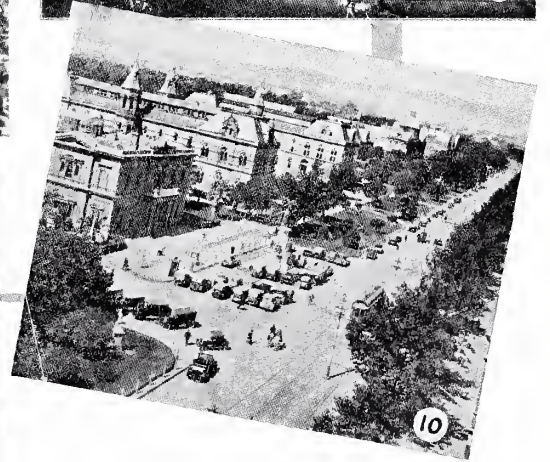
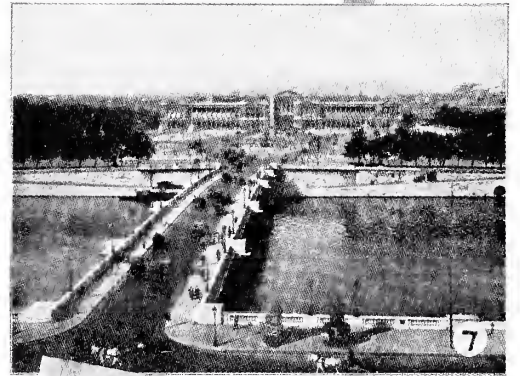
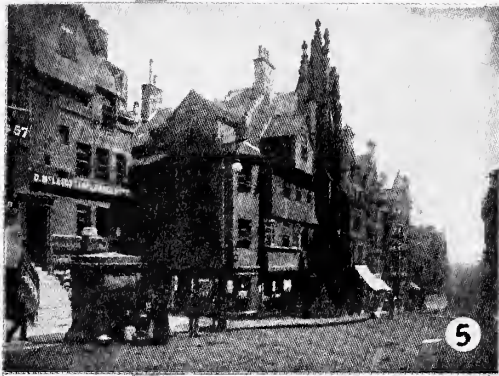
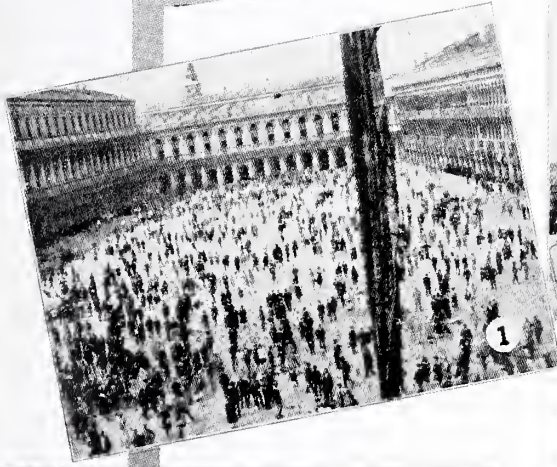


This is Dick Dix's contribution to the prizes for the Division winning the October-November-December section of the 1928 "Greatest Year!" Contest. It will go to the premier film inspectress of the winning Division. Selection of the winner will be made by the general manager of the division, following nominations by the branch managers.

CITIES

SOME OF THE PLACES WHICH CAN WIN THE-

PRIZES



The speculative search for the Cities to Which the Prizes May Go goes on and on. Here we are in the fourth month of our search, and still we are no nearer a solution. Nor do we expect to be until the final figures go up, and Mr. Shauer announces the winners.

Meanwhile, before we proceed to identify this month's array of cities, it is pleasant to reflect upon the fact that the following cities have already appeared on this page in past issues: Madrid, Warsaw, Sydney, Tokyo, Lima, Leipzig, Oslo, Rome, Sao Paulo, Panama, Barcelona, Mexico City, Havana, Launceston, Valparaiso, Valencia, Buenos Aires, Melbourne, Casablanca, La Paz, London and Genoa. And now we'll proceed to identify the new additions for you.

(1) is Venice, Queen of the Adriatic, one of the gem offices of the Italian Division, and a likely enough resting place for the Plaque, ac-

cording to the Venetians.

(2) is Prague, commercial capital of that marvelous new republic, Czecho-Slovakia. Here is where Rudolf Jelinek is in charge of the Paramounteers, and from past experiences of the Paramounteers of Prague registered in these columns we should say that they are going to have a big say in the final disposition of the prizes.

(3) is Brussels, that fascinating Belgian city wherein so much history has been enacted. Emile Gourdon is Paramount manager there, and he says that there'll be more history written, especially concerning a certain Paramount Plaque.

(4) is La Coruna, Spain's newest exchange centre. Manuel de Diego is manager here and he says that

the youth of the exchange is not going to in any way stand in the light of its securing one of the prizes.

(5) is Edinburgh. We just had to have Scotland in this issue, on account of something or other to do with Sir Harry Lauder, and for the life of us we could not find a picture of Glasgow. So we're pretending that this one of Edinburgh is Glasgow, and that Manager John Hamson was here at the time.

(6) is Naples, and when you have said "Naples" you have said enough for a lifetime. We are going to depart from that legend and add that Naples could provide a very picturesque setting for the Plaque—and will, if Cav. Salvatore de Angelis, local Paramount manager, adheres to his intention.

(7) is Paris. So this is Paris! How often have you heard that? In future, though—and providing Administrator Deleque Adolphe Osso's beliefs come true—a future visit to Paris will not be complete without

a visit to the illuminated Paramount Plaque at 63 A. des C. E.

(8) is Santiago. And let us whisper a secret to you concerning this Chilean city. Paramout's new Head Office there is almost completed, and Manager Benito del Villar has had built in a special niche for the Plaque. Ssh! Don't tell a soul!

(9) is Rosario, prominent city of the Argentine Republic, where Raoul Viglione is Paramout's manager. Naturally this is one of the "Gaucho" centres—and you know what the "Gauchos" have promised before this contest has ended.

(10) is Adelaide, one of the centres of the famous Blue Ribbon activity. It is the capital of South Australia and Cleave J. Shepherd is manager. Being a city of really profound beliefs, one of these beliefs naturally concerns the Adelaidean disposition of the chief of the Contest Prizes.

That's all this month. There'll be more next issue. And if you want your city in you'd better step lively.

Hoogst Belangrijk Nieuws voor Nederlandsche Paramounters

DRIE VERSCHILLENDE PRIJZEN SERIES VOOR HET CONCOURS 1928.

Er zijn thans drie series prijzen uitgelooft, in verband met het '1928-Het - Allergrootste - Jaar - Concours', waaraan door alle Paramounters van de wereld kan worden deelgenomen. Door de verdeling der prijzen in series, wordt het loopende concours zeer zeker het aantrekkelijkste, van alle tot nog toe gehouden wedstrijden.

De eerste serie omvat prijzen uitgelooft door de Paramount Famous Lasky Corporation, te weten: een Plakkaat voor de winnende Divisie, een Banier voor de Divisie, die den tweeden prijs weet te bemachtigen en een Oorkonde voor de Divisie, die op den derden prijs beslag legt. Behalve deze prijzen, heeft de Directie een extra prijs van \$100.— of in plaats daarvan, een reis naar Hollywood uitgelooft voor den Directeur van het bijkantoor, aan het hoofd der competitie van de winnende Divisie, alsmede een extra week salaris voor elken employee van het winnende bijkantoor. Voorts zal de Directeur der tweeden prijs winnende Divisie, \$500.— ontvangen, benevens een halve week salaris voor elken employee van zijn kantoor. Dan nog een prijs van \$250.— voor den winnenden Directeur van het bijkantoor der Divisie, welke den derden prijs wint, alsmede een halve week salaris voor elken zijner employees.

Voorts, de prijzen uitgelooft door de tien eerste rangs Paramount spelers. Deze prijzen zullen toegekend worden aan de Divisie, die het October-November-December record slaat, van alle laatste kwartalen der voorgaande bockjaren. Deze prijzen, als geïllustreerd in elke editie, uitgelooft door Emil Jannings, Bebe Daniels, Clara Bow, Adolphe Menjou, Richard Dix, Florence Vidor, Esther Ralston, George Bancroft, Evelyn Brent en Fay Wray, zullen geschonken worden aan den Algemeenen Directeur, den Directeur van een Bijkantoor, den Chef der Verkoopafdeeling (Verhuurafdeeling), den Verkooper, den Verkooper van het Reclame materiaal, den Expediteur, de Filminspectrice, Boekhouder en Stenotypiste, wier winnend Bijkantoor hen

uitkiest voor deze eer.

De derde Serie prijzen werd reeds de vorige maand aangekondigd. Deze Serie stelt Paramounters, die geen werkzaam deel kunnen nemen aan het winnen der overige prijzen in de gelegenheid, zelf prijzen te winnen. Deze Serie bestaat uit drie prijzen van elk \$100.— uitgelooft voor de beste ontwerpen van Plakkaat, Banier en Oorkonde.

Thans komt het er op aan alle zelden bij te zetten, om zooveel prijzen te winnen voor Uw Divisie, Uw bijkantoor... en voor Uzelf, als maar eenigszins mogelijk is.

"DE VIER VEEREN" ZAL "CHANG" ECLIPSEEREN"

Dat zijn de juiste woorden van den Heer Lasky, na het zien der eerste tafereelen van het nieuwe oerwoud drama, vervaardigd door Cooper en Schoedsack in het hartje van den Afrikaanschen Soedan.

De film "De Vier Veeren" is des te grootscher, door de consolidatie van deze machtige rimboe scenes met een boeiend verhaal, waarvoor zelfs 'Beau Geste' de vlag moet strijken.

Ook hier is Paramount weer voraan, want "De Vier Veeren" is de eerste film, waarin authentieke oerwoud opnamen gebruikt zijn voor het vervaardigen van een filmroman van groote verdienste.

Als bewijs daarvan, behoeven wij slechts Richard Arlen, Clive Brook, Noah Beery, Fay Wray, te noemen, van de reeks eerste rangs filmspelers, die aan deze film hebben meegeewerkt.

Wij zijn van plan "De Vier Veeren" met een verschrikkelijk onophoudelijk salvovuur van publiciteit te bombarderen en zijn daarmee reeds begonnen. Het beste is, dat elk Paramount kantoor deze film lanceert met evenveel geestdrift en ijver, als 'Beau Geste,' 'Chang' en 'Vleugels,' die allerwegen in het teeken van spontane publiciteitscampagnes stonden.

EEN GEESTDRIFTIGE RECENSIE VAN 'DE PATRIOT'

Elders in dit nummer van "Paramount Around the World," hebben wij een recensie opgenomen van "De Patriot," die deze film tot "De Grootste aller Films" bestempelt. Deze recensie was van de hand van Benjamin de Casseres, de meest vooraanstaande Amerikaansche toneel- en film recensent en de film wordt er zoo uiterst gunstig in beoordeeld, dat wij ons niet kunnen herinneren, ooit een dergelijke critiek onder oogen gehad te hebben. Ofschoon gedrukt in de Engelsche taal, hebben wij uitdrukkelijk verzocht, deze recensie voor U te laten vertalen, opdat U ons enorm enthousiasme kunt begrijpen over deze film, waarin Emil Jannings zichzelf overtreft en die zoo meesterlijk door Ernst Lubitsch geregisseerd is.

Proof of the fact that 'Beau Geste' will go on being one of the winners through the years comes in the communication which accompanied the scene here pictured. The letter was from Austin

Levy, Paramount manager at Soerabaja, Java, whose photograph we have reproduced on another page. He said: "Herewith is a picture of the Sirene Bio, Soerabaja. This house receives good second class and native attendance. 'Beau Geste' being a film with appeal for natives as well as Europeans, we screened it at the Sirene simultaneously with our first release house, thus giving both the benefit of the publicity campaign. The results were splendidly satisfactory. The fort shown in the accompanying picture was built by natives and looked very well."



DE SIRENE BIO, TE SOERABAJA.

Elders in dit blad hebben wij een foto van de Sirene Bio, te Soerabaja opgenomen, alsmede een en ander betreffende de effectieve manier van exploitatie der loopende film 'Beau Geste'. Wij wenschen deze gelegenheid te baat te nemen om U te vertellen, dat het ons steeds een buitengewoon genoeg doet, als wij in staat zijn foto's van theaters en verdere werkzaamheden van Paramount in Java te kunnen opnemen, omdat wij volkomen beseffen, dat wij in Nederlandsch Oost-Indie een kransstel Paramounters hebben.

WELKE PARAMOUNTER ZAL DE PARAMOUNT ATELIERS BEZOEKEN?

Ergens op dit ondermaansche, bevindt zich een Paramounter, een Directeur van een Agentschap en die Paramounter zal door Paramount uitgenoodigd worden voor een bezoek aan de Paramount ateliers, in Hollywood, in het begin van 1929. (Dat wil zeggen, tenzij die Paramounter zijn keuze laat vallen op den duizend-dollar-prijs, in plaats van het snoepreispje).

Wij nemen evenwel aan, dat hij de reis naar Hollywood preferereert.

Wij kennen hem al, hoewel wij op het oogenblik absoluut niet weten, WIE hij is. Waarmee we maar zeggen willen, dat die Paramounter, Directeur is van het winnende agentschap der winnende Divisie in het 1928-concours, doch ZIJN NAAM is ons nog totaal onbekend, omdat we niet aan gedachtenlezen en sterrewichelarij doen. Maar we weten heel zeker, dat hij een der honderd extra hardwerkende Directeuren is, die er thans met hart en ziel naar streven om hun kantoor, No. 1 te maken van de winnende Divisie.

Als voorproefje van zijn aanstaand reisje, hebben wij in dit blad den imposanten ingang gereproduceerd, waardoor hij de bekoorlijkste sprookjeswereld zal betreden... de Paramount ateliers.

DE HEER JOHN W. HICKS, JR. IN JAVA

Wij kunnen ons levendig de vreugde voorstellen der Java'sche Paramounters over het bezoek, van den Heer Hicks aan Java. De Heer Hicks is Algemeen Directeur der 'Blue Ribbon' Divisie, Australië, Nieuw-Zeeland, Java, de Straits Settlements en eenige andere gewesten omvattend. In zijn brieven, geschreven voor zijn vertrek uit Sydney, maakte de Heer Hicks herhaalde malen melding van zijn gretig verlangen, om de aangename relaties met zijn Java'sche Paramounters te hernieuwen.

EXTRA PRIJZEN VOOR ALLE PARAMOUNTERS.

Verleden maand hebben wij foto's in ons blad opgenomen, van de door ons voorgestelde prijzen voor het Concours 1928. Die foto's stelden voor: een plakkaat, een banier en een oorkonde en bij wijze van referentie, hebben wij die foto's wederom laten afdrucken in deze editie.

Wij noodigen alle Paramounters van de geheele wereld uit schetsen in te zenden van betere ontwerpen in het Plakkaat, Banier en Oorkonde, omdat wij gevoelen, dat er menschen zijn met supieure ideeën betreffende de uitvoering dier drie prijzen, dan de onzen.

Dit concours is voor iedereen opengesteld en elke Paramounter kan schetsen inzenden, voor een, twee of drie prijzen. Voor de mooiste schets van een Plakkaat, dat het meest geschikt lijkt voor het "1928-het-allergrootste-jaar-concours," zal het Hoofdkantoor van Paramount, te New York, een prijs van \$100.— toekennen. Een gelijk bedrag van \$100.— voor de meest geschikte schets van een Banier en de derde prijs van \$100.— voor de beste schets van een toepasselijke Oorkonde.

Er zijn absoluut geen beperkende bepalingen, wat het aantal prijzen betreft, die elke Paramounter kan winnen, al dingt hij mee naar twee, of naar alle drie prijzen.

De ontwerpen moeten het Hoofdkantoor uiterlijk einde December 1928 bereiken en geadresseerd zijn aan den Heer J. H. Seidelman. De jurie, die over de toekenning der prijzen beslist, bestaat uit de Heeren E. E. Shauer en Seidelman.

DE HEER E. E. SHAUER TERUG UIT EUROPA

Wij, Paramounters, var het Hoofdkantoor waren bijzonder verheugd op 7 Sept 11. den Heer E. E. Shauer, Directeur der Buitenlandsche Afdeling onzer organisatie, welkom te mogen heeten, in New York. Hij repatrieerde op de Aquitania en was in gezelschap van den Heer Frank Meyer, den algemeenen Inkoop van Paramount. De Heer Shauer verklaarde uiterst tevreden te zijn over zijn korte Europeesche reis. In Engeland, Frankrijk, en Italië, werd hij met de grootste hartelijkheid en bereidwilligheid ter zijde gestaan, teneinde den stand van zaken zoo nauwkeurig mogelijk tot in de details te kunnen bestudeeren.

A Page of Peppy Paramount Personalities

SUSSMAN JOINS H. O. STAFF.



Jerry Sussman

Jerry Sussman, who for some considerable time has been a member of the Domestic Ad Sales Department, has joined the Foreign Department of Home Office as a member of Mr. Seidelman's distribution force. As an ad salesman Jerry had charge of the

eastern division of the United States, working first under the leadership of Melville A. Shauer, and latterly under his successor, James A. Clark. In this field of endeavor he won particular distinction both with regard to results in sales, and through a proven capability as a leader of men. We hope to make more definite announcement regarding Jerry Sussman's foreign department affiliations in the near future.

A PLEDGE FROM JUGOSLAVIA

Mr. Seidelman has received the following self-explanatory letter from Mr. A. Lichtscheidl, Paramount's representative for Jugoslavia, with headquarters at Zagreb:

"Have just returned from the first Paramount Convention of the Berlin district, and found awaiting me your letter of July 25th. Many thanks for your kind words and assurance of advice and help. On my part I assure you I shall do everything in my power for Paramount. I am proud to know that Paramount tops the motion picture business around the world, and I have the agreeable task of watching that it continues to do so in Jugoslavia. Please assure Mr. Shauer that Paramount has in Jugoslavia a real "Paramounteer" who will handle the business in the spirit of his chiefs and teachers—Messrs. I. Blumenthal and Gus. J. Schaefer."

PURPOSEFUL PANAMANIAN POSITIVENESS

For our Cities to Which the Prizes May Go series we wanted an aerial view of Cristobal, Panama Canal Zone. So we wrote. Our reply came from Harold Sugarman, newly appointed to fill the post made by John Nathan's transfer to Cuba. He said that the absence of planes and commercial photographers made our request difficult of fulfillment. However, he concluded his letter by saying: "But, as we said before, we'll get you one in some way or other. We realize that it would appear quite ridiculous for the city to which the prize will go not to appear in the 'Cities to Which the Prizes May Go' series."

(The italics are Mr. Sugarman's).

DICK BLUMENTHAL REGAINS HEALTH.

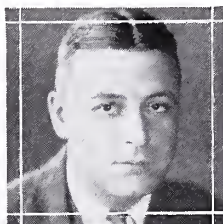
Among the best items of news that Mr. E. E. Shauer brought back to New York with him from his recent European trip was the fact that Dick Blumenthal, assistant to Melville A. Shauer, has recovered from his recent serious illness contracted in Paris, and that following a convalescence at Cannes, is now back at his desk in the Paramount Theatre, Paris.

HOME OFFICE LEGIONNAIRES WED

On Sunday, September 9th, at Teaneck, New Jersey, William Fass and Helen Goering were married. This event was the culmination of a romance which began in the Home Office Traffic Department. Mr. Fass is first assistant to General Traffic Manager Palmer Hall Stilson, and Mrs. Fass was formerly one of the highly efficient members of this capable Traffic staff.

Paramount Around the World is positive that Paramounters around the world wish the newlyweds a world of happiness.

Russell Holman Writes "The Fleet's In!" Novelization



Russell Holman

Russell Holman, advertising manager of Paramount, has written a full book length novelization of "The Fleet's In," to help exhibitors in exploiting the picture, which Paramount is announcing as the best Clara Bow vehicle to date. It contains a foreword on the modern girl by Clara Bow and is copiously illustrated with scenes from the picture. The jacket which is in four colors, features a striking photograph of Miss Bow and ties up with the Paramount picturization of the story.

This is the seventh motion pic-

ture novel which Holman has written. His novelization of Lloyd's "Speedy" is still a big seller.

SIXSMITH OF SYDNEY, A "TREASURE" OF A SECRETARY-TREASURER



J. A. Sixsmith

One of the greatest, but least heralded of the executives of the famed Blue Ribbon Bunch is James Ainsworth Sixsmith—"Sixie"—to his legion of friends—who is the supremely able Secretary-Treasurer of Division Number Two. Possessed of a splendid legal mind, an acute business intuition, an uncanny mastery of figures and a sharp and pungent wit, he is beloved of his colleagues and admired throughout the land. He has been with the Australian organization of Paramount in excess of ten years, and has seen it grow from a position of comparative lowliness to its present pre-eminence in the territory. Throughout this career he has had to contend with many massive problems of legal and financial policy, and his victories for the Company in these have brought him further merited acclaim.

LEADER IN CHILE



Benito de Villar

Benito del Villar, manager of the Division embracing Chile, Peru and Bolivia, writes most enthusiastically concerning the new Paramount Head Office he plans to have open by the end of the year. He should also have his Division in a wonderful position in the Standings befitting this great occasion.

SCHAEFER VISITS N. Y.

During three weeks of September the Paramounters of Home Office—Domestic as well as Foreign—were mighty happy to have a visit from Gus. J. Schaefer, general sales manager for Paramount in Germany and Central Europe. His return to New York for this visit coincided, practically to the day, with the time three years ago when he left for Berlin after having been picked from the District Managership of the Boston (U.S.A.) exchange by Mr. E. E. Shauer for appointment in Europe. In the ensuing three years he has acquired a tremendously high esteem among the Paramounters of Germany and Central Europe, an esteem reflected in the achievements which have been made possible through his leadership and those who have been inspired by it. We are positive that we can look for even greater and more far-reaching results following his return to the European field of greater activity.



Gus J. Schaefer

JAMES P. DONOHUE, manager of Paramount's office in San Juan, Porto Rico, paid a brief visit to New York at the end of August. His mission was to escort Mrs. Donohue back to Porto Rico following a long illness and successful convalescence in a New York hospital. He returned to Porto Rico to find the island devastated by a hurricane, and is now plunged into that gigantic task of reconstruction which so often faces Paramounters in their endeavors around the world.

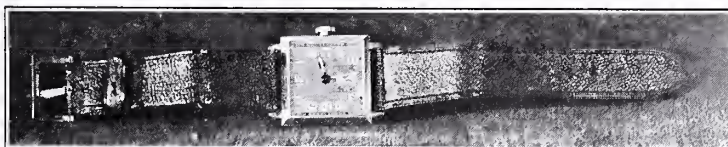
A COMPLIMENT TO THE PUBLICITY DIRECTOR OF DIVISION ONE

One of the best proofs of the efficiency of doing up press criticisms in the fashion which Frederick Martin of London has followed for more than a year past, is to be found in the fact that this plan has been adopted during the past few weeks by the Domestic Advertising Department in N. Y.

The plan consists of reprinting the choicest press excerpts inspired by our big pictures in booklet form, each page of a bright color, the ensemble topped off by a multi-colored cover carrying merely the picture's title.

The first picture to be treated in this fashion in New York is "The Patriot," and the resultant book—an attractive piece of work from the office of Cliff Lewis, assistant to Russell Holman—is not only a great sales argument, but a splendid record of the avalanche of praise which this newest Janings picture has inspired.

THE SPLENDID GIFT OF BEBE DANIELS



Here's the solid silver wristlet watch that Bebe Daniels has presented to the October-November-December special section of the 1928 "Greatest Year!" Contest. It will go to the foremost booker of the winning branch in the winning divisions, and with it will go Miss Daniels' autographed photo, accompanied by a special personal note to the winner. Miss Daniels, in New York as these lines are written, is the only star so far to make a personal call on this office to wish the Contest every success.



IN ROME. Outside the Rome office of Paramount a camera snaps General Purchasing Manager Frank Meyer with David Souhami, general manager for Paramount in Italy, right, and Joseph Souhami, comptroller of the Italian Division.

"LES QUATRE PLUMES" SERONT UN FILM PLUS PUISSANT QUE "CHANG"

Mr. Lasky disait, il ya a plusieurs mois déjà que "Les Quatre Plumes" éclipseront "Chang" à tous points de vue.

A leur retour d'Afrique, au mois d'août, Merian C. Cooper et Ernest Schoedsack annoncèrent que le film qu'ils avaient obtenu au Soudan anglais, éclipserait tout ce qu'ils avaient photographiés pour "Chang." Et maintenant, en plus de cela, il y aura une histoire qui est une des plus grandes épopées de courage jamais écrites.

Parmi les acteurs des "Quatre Plumes" il y aura Richard Arlen, Clive Brook, Fay Wray, Noah Beery et plusieurs autres qui seront annoncés ultérieurement.

Actuellement déjà nous nous rendons compte que ceci sera un des films le plus puissants jamais produits par la Paramount et commençons immédiatement notre campagne de publicité. Nous croyons bien sincèrement que vous pouvez commencer à devenir un enthousiaste de "Quatre Plumes" car en fin de compte ce sera là un des plus grands succès de votre territoire.

FRANCE ACCLAIMS "THE PATRIOT"

A radio brought the following self-speaking message to Mr. Shauer on September 25th.

"Have screened 'The Patriot' and believe it is the greatest acting picture we have ever had. We are convinced that we will break all records with this one." (sgd.) Osso.

And when Mr. Osso says that about a picture we know full well that all France is pepped right up to the roots of their hair about the picture. One after the other the nations are lining up to pay superb tribute to this picture.

"The Patriot" just cannot help being a world-winner.

"WINGS" SMASHES "THE WAY OF ALL FLESH" RECORDS IN WARSAW, POLAND

Further evidence of the terrific success that "Wings" is meeting with in Europe is evidenced in the following radiogram from Warsaw which was received by Gus J. Schaefer, general sales manager for Germany and Central Europe, while he was in New York:

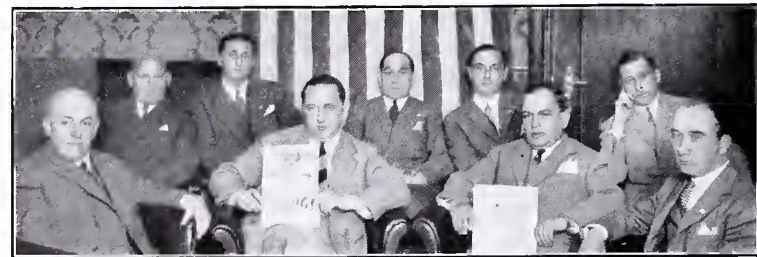
"Premiere of 'Wings' attended by diplomatic corps, government officials and military men all of whom acclaimed the picture as the greatest ever shown in Poland. Three performances a day sold to capacity. Thousands of people were turned away because of lack of seats. People from all walks of life were anxious to hear the first tone film ever presented in Warsaw. Box office receipts compared with 'The Way of All Flesh' were thirty percent higher."

The radiogram was signed by Messrs. Lipow and Techow, the former being the Paramount representative in charge of Poland and the Baltics, and the latter being the publicity man in charge of the publicity of these territories.

GLIMPSES OF THE BERLIN CONVENTION



SPEAKER'S TABLE AT THE BERLIN CONVENTION. Mr. Ike Blumenthal, general manager of Germany and Central Europe, and chairman of the Convention, with Gus J. Schaefer, general sales manager for these two Divisions on the left, and E. G. Techow, publicity director on the right. Note the splendid art drawings of Messrs. Zukor, Lasky and Shauer. And by no means overlook the prominence given the Paramount Trade Marks.



PARAMOUNTEERS OF CENTRAL EUROPE AND THE BALTICS gathered in Berlin for the momentous Paramount Convention held there during August. In the front row, from left to right, are: Messrs. A. Kuzmin, Riga (Latvia); E. J. Lipow, Warsaw (Poland); Max Wirtschafter, Vienna; Rudolf Jellinek, Prague (Czecho-Slovakia). In the back row: Messrs. Pollak, Manager of Schwedenkino, Vienna; A. Lichtscheidl, Zagreb (Jugo-Slavia); L. Goldfluss, Lemberg (Poland); Louis Földes, Budapest (Hungary), A. Hamburger, Warsaw.



BERLIN CONVENTION. Here is another glimpse of portion of the Convention Hall, photographed expressly to show the other half of the art drawing exhibition. Here are portraits of Messrs. Blumenthal, Seidelman and Kent.

"THE DOCKS OF NEW YORK" SMASHES RECORD OF PARAMOUNT THEATRE, NEW YORK

The long-standing box office record of the Paramount Theatre, New York, made by "Underworld" more than a year ago, was shattered during the week of September 13th by "The Docks of New York," which ran up a new gross in excess of \$88,000. This Von Sternberg production, starring George Bancroft, was responsible for the longest and most consistent queue lines ever seen outside the Paramount.

"DE VIER VEEREN" IS EEN IMPOSANTER FILM DAN "CHANG"

Eenige maanden geleden liet de Heer Lasky zich reeds in dien zin uit over "De Vier Veeren."

Toen Merian C. Cooper en Ernest B. Schoedsack in Augustus uit Afrika terugkeerden, verkondigden zij in den Britschen Soedan een film opgenomen te hebben, die volgens hun eigen zeggen, zelfs "Chang" zal overtreffen. "Chang" was een oerwoudfilm, opgenomen in Siam, doch zonder verhaal, terwijl De Vier Veeren een der grootste filmromans beloofd te worden, die ooit gefilmd zijn.

Onder de spelers vindt men Richard Arlen, Clive Brook, Fay Wray, Noah Beery en eenige andere eerste rangs acteurs en actrices, wier namen later aangekondigd zullen worden.

Zelfs nu al voorzien wij, dat De Vier Veeren de 'clou' der geheele Paramount productie is en wij lancheeren onmiddellijk onze publiciteitscampagne. Begin U thans reeds warm te maken voor "De Vier Veeren", want later wordt het zeker een der schlagers van Uw district.

WEDDING BELLS

Mr. John Ventura Sureda and Miss Elvira Prieto were married at Forest Hills, New York, on Saturday, September 29th. Mr. Sureda is Spanish translator in the Home Office Foreign Department, and is also editor of "Mensajero Paramount."

Paramounteers around the world will be very glad to wish the happy couple every joy.

Paramount News is News to, for, and of the World

Every day brings its added measure of proof of Paramount's wisdom in inaugurating Paramount News and of founding it upon so secure a basis that well within its first year of existence it was the steadfastly dominant leader of the news reel field.

Because its policy was at once inspired by, as well as the inspirer of, its slogan of *The Eyes of the World*, it became the splendid duty of Paramount's Foreign Legion to consolidate Paramount News as a world-wide institution. That it has become this today is but the superb reflection of you Legionnaires who have made it so.

Paramount News is a permanent factor in the world's scheme of things. It will ever be the world's mirror in which any part of the world will be able to see not only what it itself is doing, thinking and achieving, but what all of its neighbors and fellow nations are doing, thinking and achieving. It will both feel and reflect the pulse of the world.

Thrills, Yes—But the Picture Always!

The thrill that comes once in a lifetime, even for a newsreel cameraman, was had recently by Tom Cummins of the London office of the Paramount News, when he took a ride around a five hundred foot high ferris wheel, lashed upside down to its rim. So startling was the stunt that the pictures of Cummins himself cranking away as he seemed to dangle from the sky, were almost as interesting as the film that he made of the world gradually turning topsy-turvy.

Emanuel Cohen, editor of Paramount News in commenting on the story said:

"Judging from the pictures themselves and from the clippings from English newspapers that I have received, Cummins and E. Hawkins of our London office seem to have staged quite an extraordinary feature. They had received word that the ferris wheel at Blackpool, near Liverpool, which has a tower that rises five hundred feet above the street, was to be overhauled by steeplejacks. They at once started out to cover the story and on the way conceived the idea of developing the event into the picture that they did.

"The pictures that Cummins made on his upside down swing through space are sufficiently weird in themselves to deserve a place in any newsreel, and give the impression of having been made from a stunting airplane, which had done a combination of loop the loop and falling leaf. The world starts by being spread out beneath the camera in a great panorama. As the wheel starts turning around the panorama starts tilting. Slowly the plane of the picture seems to twist over, and for a few seconds an inside out impression is given as the screen and the world that it pictures seems to revolve about one's head. A second later and it has righted and Blackpool spreads itself out below the camera eye once more a normal panorama.

"Equally interesting are the pictures that Hawkins made of Cummins while he was cranking upside down. Both of them first made general views, odd angles and climbed up to the top of the five hundred foot tower, dragging their cumbersome cameras after them to take the ordinary run of thrill pictures.

"When enough thrills had been filmed to keep any ordinary audience on the edge of the seat, the two cameramen descended from the framework and the wheel was stopped. Cummins' camera was set up



on the inside rim of the wheel near the ground and securely bound to one of the upright brace cables. Then Cummins was elaborately bound to another of the cables just far enough away to give him room to work his camera. A few extra turns were taken about Cummins and his camera, the legs of both being particularly tightly fastened to the framework itself of the wheel, and then the wheel was started.

"The complete circuit of the wheel took eight minutes but to the crowd that had gathered below it seemed more like eight hours. Cummins afterwards, when interviewed by reporters concerning his informal trip stated that there had been no especial hardship to it. The one thrilling moment, he added, was at the time when he approached the highest point on the wheel's circuit and dangled exactly upside down, nearly five hundred feet about the ground. At that instant both he and his camera slipped about half an inch in their rope trussing. But the next moment the slack had been taken up and in a few more he was right side up again and safely back to land.

"During Cummins' trip around the wheel Hawkins made the pictures of him, and did an excellent job on the subject. Moreover an interesting point is shown by an examination of Hawkins' film. Never once did Cummins stop grinding at his regular speed during his entire dangerous upside down trip! He was out after a complete stunt picture. And he got one, even though the method that he used injected plenty of additional thrills."

That it is a feature par-excellence—a feature wherein every one of its few feet is vivid and vital—you know. That it is a superb builder of good will you also know. That Paramount News has secured in its existence more and greater "scoops" than the combined efforts of all of the other news reels in that time, you likewise know.

(We're telling you all of this in English because we hope you'll be sufficiently interested enough to want to have some of it translated for your local publication.)

Swiftly every one of the Foreign Divisions is recognizing all of these forceful facts. Many of the Divisions started in at the first with the beliefs, and have built steadily ever since. Others wanted to know the strength of the News first. And it has all meant the telling of the old, old story: Paramount News had the merit to start with, and those with the faith were the ones who cashed in. Not a little of the success in the Standings has been influenced by

PERILS OF A PARAMOUNT NEWS CAMERAMAN.



Always the Paramount News cameraman gets his story—and in most cases it is at the risk of grave personal danger. Here is a case in point.

Cameraman Bud Cremer, stationed in Sydney, was filming the arrival of the British Super-marine fleet of flying boats in Australia from a 'plane piloted by Lieutenant Griffith. While over Sydney Harbor the engine went 'dead' and the pilot decided that the only place to land was in the water. He settled his 'plane as shown in the picture, injuring his face in so doing, and injuring Cremer in the leg. Cremer not only filmed the descent into the water, but when the rescue tugs came up he insisted that his camera be taken aboard first, and then he climbed aboard and filmed the salvaging of the 'plane. Cremer is on the right in the lower picture.

real results with Paramount News.

This should be argument enough for the present: but this is a subject that we're not going to let down on, so you might as well be prepared! That is, if you have good and sufficient need to be.

JAPANESE VISITORS TO THE PARAMOUNT STUDIO



During September George N. Kates, Foreign Department Representative in the Paramount Studio in Hollywood entertained several distinguished guests from Japan. Left to right: T. Takashima, N. K. Takei, George N. Kates, Mrs. I. Tomita, Professor Heizaburo Takashima, of the University of Tokyo, and Tetsu Komai, and Tetsu Komai, the 'villain' of the new west Richard Dix picture, "Moran of the Marines." After posing with these Japanese posters for Paramount pictures, the visitors watched several pictures in the making, including "The Docks of New York" and Emil Jannings in "Sins of the Fathers," Jannings being such a terrifically popular screen figure with Japan's fans.

Hollywood Heralds the Paramount Product



CLARA'S STUDYING PERSIAN

Proving that she truly is possessed of an international mind, Clara Bow, pre-eminent Paramount pulchritude personality, offers proof in the form of a Fourteenth Century Persian edition of "A Tale of Two Cities." The fact of the matter is that an admirer in Teheran, Persia, was so charmed with her work that he wrote a long poem in Persian to her, made it up into a superb piece of bookmanship, illustrated it with delicate and fascinating drawings, and posted it to the star. Needless to say she has sent one of the above photographs and a charming letter to the Persian.

EXTRA GIRL GETS IMPORTANT ROLE IN DIX PICTURE.

Not since Betty Bronson was chosen for the role of Peter Pan several years ago, has an unknown extra girl received such an important opportunity from Paramount as was announced for Gladys Belmont, a seventeen year old girl from Pueblo, Colorado, who was signed for the principal feminine role opposite Richard Dix in "Redskin," the Indian picture which is being filmed under the direction of Victor Schertzinger.

Miss Belmont, who has been in Hollywood as a screen extra for a short time, was the winner over 463 other contestants tested for the role of Corn Blossom. Louise Brooks, slated originally for the part, will play in "The Canary Murder Case."

CLIVE BROOK CAST IN BRITISH EPIC OF COURAGE

Clive Brook has been assigned to a highly dramatic role in the Schoedsack-Cooper adventure picture, "The Four Feathers," from A. W. Mason's novel, upon which the producers of "Chang" and "Grass" spent a year in the depths of the Sudan filming certain thrilling sequences about which a cloak of complete concealment has been thrown. Brook will impersonate the blind lieutenant Durante of the story.

HARRY CORDING IN NEW JANNINGS PICTURE.

Harry Cording, the player who murdered Emil Jannings in "The Patriot," has been signed for an important role in the German star's forthcoming Paramount picture, "Sins of the Fathers."

FLORENCE VIDOR CO-FEATURED WITH WALLACE BEERY

Florence Vidor's fine performance in "The Patriot" found its reward in her assignment by Jesse L. Lasky to play the chief feminine role in "Tong War," in which she will be co-featured with Wallace Beery. Miss Vidor is cast as a beautiful concert singer, while Beery will be a white leader of the tongs. Work has started under the direction of William Wellman, who made "Wings," "The Legion of the Condemned," "Ladies of the Mob" and "Beggars of Life."

"Tong War" will mark Miss Vidor's first work before the camera following her marriage to



Jascha Heifetz, famous violinist, with whom she is shown above.

EUROPE RECLAIMS BERGER FOR ONE PICTURE

Europe will temporarily reclaim one of its best known motion picture directors when Ludwig Berger returns to Germany and France early this fall to film one production. Berger, who is now under contract to Paramount, will leave for Europe as soon as he finishes directing Emil Jannings in "Sins of the Fathers." The European director has been granted a four months' leave of absence by Paramount.

The picture Berger is to direct in Europe is being made by his own corporation and will, for the most part, be filmed at the Ufa studios in Berlin, although some scenes will be taken in Paris. Dr. Hans Mueller,

Extra! CLARA BOW REMAINS WITH PARAMOUNT

Clara Bow, "It" Girl Supreme, will remain with Paramount for several more years. She has just signed a new long term contract.



BACLANOVA. This fiery lady of the films, whose every performance is sheer magnificence, is one of the greatest pieces of dramatic property possessed by Paramount. She deserves the Foreign Legion's utmost support. See her in "Forgotten Faces," "Avalanche" and "The Docks of New York" and you'll know why.

noted German playwright, is the author of the story and screen play.

As his star, Berger will have Mady Christians, the girl who took the part of the princess in his best known European success, "The Waltz Dream." Gustav Froelich has been cast opposite Miss Christians.

Because of important assignments with Paramount, Berger made un-availing efforts to postpone the production of his European picture, he said. The vehicle had already been sold in all countries, however, and the director found it impossible to extend the release date.

"Sins of the Fathers" is Berger's second directorial assignment with Paramount. Prior to that picture he directed Pola Negri's "A Woman From Moscow."



THEODORE. Grand old Theodore Roberts, walking again after two years of illness, pays the Paramount Studio in Hollywood a call. Clara Bow, Malcolm St. Clair and Marshall Neilan are his hosts.

VAJDA'S BROTHER WORKING FOR PARAMOUNT

Victor Voyda, brother of Ernest Vajda, has been selected by B. P. Schulberg to act as associate producer on the first Maurice Chevalier vehicle to be made by Paramount. He will act in the same capacity with the Adolphe Menjou production unit.

Voyda was a stage director in Hungary before coming to America. He changed the spelling of his name to conform to the English pronunciation, while his scenarist brother retains the Hungarian version.

The Chevalier picture is expected to go into production early in October, as soon as possible after the arrival of the French music hall star in this country.

SHOW PHOTOS BY WIRE IN THE "CARNATION KID"

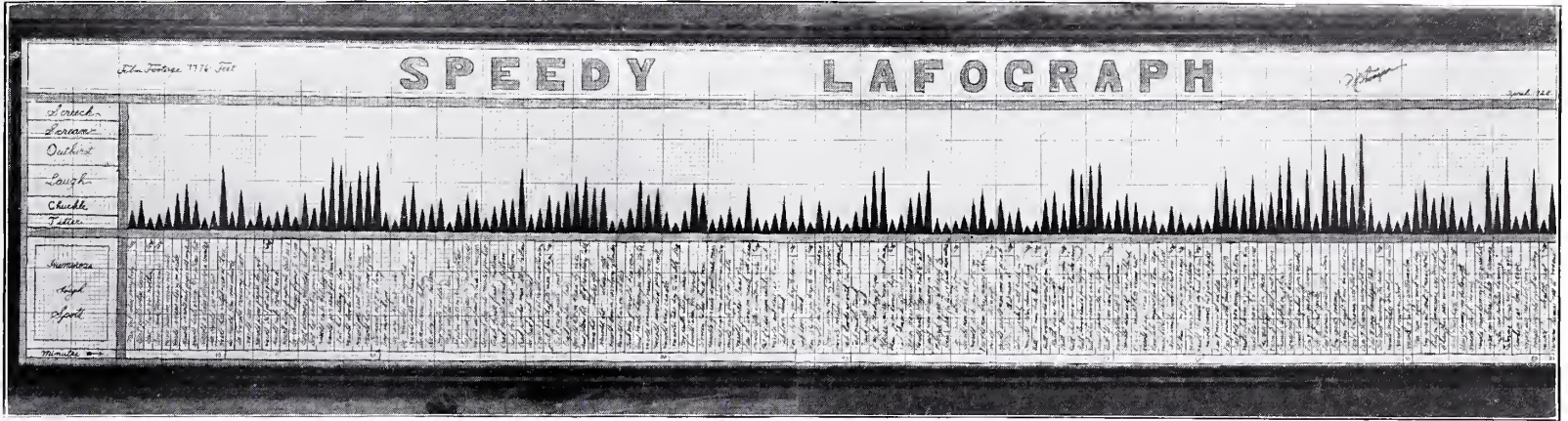
An interesting novelty among the new and startling modern inventions is seen in "The Carnation Kid," the new Christie-Douglas MacLean production, being made for Paramount, when a photo is sent by wire as a part of the plot of the picture.

Arrangements were made with the American Bell Telephone Company which regularly uses this form of transmission to show a picture being received over the telegraph wires a very few seconds after it is transmitted in another city. The occasion for the use of telephoto in "The Carnation Kid" is a point in the story when the police get a picture of the real Carnation Kid by telegraph.

The motion picture scenes will show the picture being received and the apparatus in actual work.

FOLKS TO BE SEEN IN COMING PARAMOUNT PICTURES

The cast of the Cooper-Shoedsack picture "The Four Feathers," in which Richard Arlen, Clive Brook, Fay Wray and Noah Beery have leads, includes Theodore Von Eltz, Arnold Kent and Noble Johnson. "Redskin," starring Richard Dix with Louise Brooks in support, will also have Paul Panzer in the cast. "The Shop Worn Angel" has gone into production, with Gary Cooper, Nancy Carroll and Paul Lukas heading the cast. Lewis Milestone, who made "Two Arabian Knights" and "The Racket," is to make one more picture for Paramount. Louis Wolheim is the only member of the cast named to date. Paul Guertzman, Mr. Lasky's Parisian juvenile 'discovery,' has his first role in Adolphe Menjou's current picture, "His Private Life." The cast of this picture also includes Kathryn Carver, Margaret Livingston and Eugene Palette. For "The Wolf of Wall Street" George Bancroft will have two leading women, BacLANOVA and another star. Charles Lane, character veteran, has a prominent part in "The Canary Murder Case." James Hall, Jean Arthur, Ruth Taylor support William Powell in the picture.



THE LOUDEST AND LIGHTEST LLOYD LAUGHS. This is a very effective device, created by the Harold Lloyd Corporation for the purpose of checking up the laughs in the bespectacled comedian's pictures. This one was for "Speedy," the star's most recent Paramount release. A representative audience was selected, and a score of men were stationed in its midst with one of these charts. The handwriting in parallel lines at the bottom represented the established laugh situations in the picture—the humorous high spots—and the other divisions marked

at the left were Titter, Chuckle, Laugh, Outburst, Scream and Screech. The jagged lines then represented the particular division into which each humorous high spot fitted. In this particular case, the Screech was registered when the Chinaman entered the fight armed with a scorching hot flatiron.

The Lafograph idea will again be used by Harold Lloyd in his newest Paramount release, now being filmed as a sound and dialogue picture with a title and a story to be announced fully later.

EIN HERRLICHES FARBIGES SOUVENIR FUER "WINGS".

Wir gratulieren allen Paramountlern, welche an der Ausarbeitung des farbigen Souvenirbuchs, das im Zusammenhang mit "Wings" zum Verleih und Verkauf herausgegeben wurde, mitarbeiteten, aufs Herzlichste. Es ist in der Tat ein Werk, das seinen Mitarbeitern alle Ehre macht, und es hat den ihm gebührenden Platz in der berühmten Kollektion von "Wings" Material, die nun in New York ausgestellt wird, eingenommen.

"THE FOUR FEATHERS" ECLIPSARÁ A "CHANG"

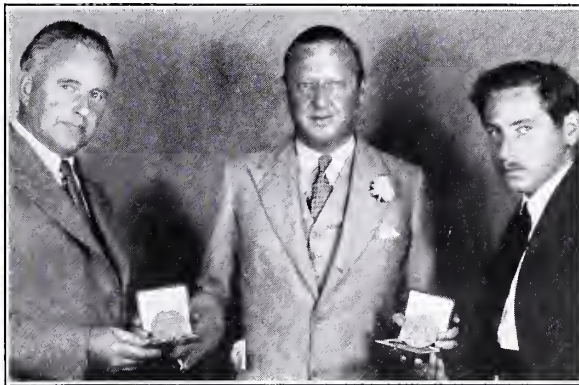
Tal es la opinión que emitió Mr. Lasky después de ver algunas escenas de la película que Cooper y Shoedsack impresionaron en el mismo corazón del Sudán (Africa). Tan sorprendentes son, que se cree que jamás se ha presentado en la pantalla nada similar, lo que hará que "The Four Feathers" (Las cuatro plumas) eclipse el éxito que alcanzó "Chang."

Una de las cualidades más sobresalientes de esta película es el complemento armonioso de su tema y el ambiente en que se desarrolla. El argumento es una historia épica de valor y sacrificio, comparable sólo a la de "Beau Geste." Una vez más la Paramount afianzará su preeminencia marchando a la cabeza de la industria cinematográfica, ya que hasta ahora jamás se ha presentado en la pantalla una película de la selva que lleve entrelazado un argumento de verdadero mérito. En el reparto aparecen los nombres de artistas tan populares como Richard Arlen, Clive Brook, Noah Beery, Fay Wray, Theodore von Eltz y Noble Johnson, lo que prueba de por sí el gran mérito de la parte dramática de "The Four Feathers."

Esperamos dar a esta película una constante y arrolladora publicidad. Creemos que el mejor plan a seguir es que cada uno de los departamentos y agencias de la Paramount inicie una campaña preliminar similar a la desplegada por "Beau Geste," "Chang" y "Alas." Nosotros hemos comenzado por

VON STERNBERG, BADGER AND STILLER RECEIVE PARAMOUNT HONOR MEDALS

Mr. Lasky makes the awards to Clarence Badger, left, and Josef von Sternberg, Mauritz Stiller, who was in Sweden at the time, will receive his medal and cash award by mail.



Symbolizing their directorial achievements in producing the outstanding pictures of the 1927 season at the Paramount theatre, New York, Medals of Honor in gold and silver have been awarded to Josef von Sternberg, Clarence Badger and Mauritz Stiller.

Jesse L. Lasky, first vice-president in charge of production, made the presentations on behalf of the Paramount Famous Lasky Corp.

Von Sternberg's medallion, cast in solid gold, memorializes the selection of his production, "Underworld," as the most successful picture shown at the Paramount Theatre during the 1927 season.

Badger's medal, of pure silver, is a token of the success of "It," which ranked second in the 1927 tabulation made by the judges: Jesse L. Lasky, S. R. Kent, general manager of the corporation; and Sam Katz, president of Publix.

Cash bonuses of \$10,000 to von Sternberg, \$5,000 to Badger and \$2,500 to Stiller previously were awarded by the company. A third medal, symbolizing the third place award won by "Hotel Imperial," has been forwarded to Stiller, who

directed this Pola Negri success.

In presenting these medallions on behalf of the company, Lasky stressed the real significance of the awards. He said: "The selection of 'Underworld,' 'It' and 'Hotel Imperial' as the most successful pictures of the 1927 Paramount Theatre season is a sincere tribute to the ability of the directors. The awards were based on the terms of the contest as announced in 1926: Quality of production, cost and directorial contribution to the finished picture."

PRAISE FOR PUBLICATIONS

During the past few weeks we have received several publications meriting the highest possible praise.

One of these was the Convention issue of "El Matador" from Spain, a superb piece of inspirational printing, and an historical gem calling for great praise for those responsible for its production.

From Germany there came a wonderful souvenir book for "Wings"—a book which not only is a justifiable reflection on paper of a great screen picture, but which must undeniably command a ready and prolific sale among exhibitors and the picture-going public.

We are glad to note, from recently received copies, that Paramount Punch of Australia still lives up to its name and fame.

ANOTHER LONDON PUBLICITY "SCOOP"

The Illustrated Sporting and Dramatic News (London), concerning which we make frequent comment in these columns, has given another of its valuable pages to the publicising of a Paramount picture. The film in this case is "The Legion of the Condemned," which is most favorably compared with "Wings." The pictorial proof of the film's excellence was in the issue of July 28th.

"PAYING THE PENALTY" A HUGE LONDON SUCCESS

Its being held for a second week at the Plaza Theatre was one of the greatest indications of the success of "Paying the Penalty" ("Underworld") in London. Added to this we have received sterling endorsement in the shape of a host of truly marvelous press reviews, done up in that inimitable fashion which characterizes every issue of Paramount "Service" produced under the direction of Publicity Director Frederick Martin. These reviews rate the picture as a superb piece of work and the greatest of its kind ever released in London.

FAY WRAY'S GIFT



This is the solid silver cigarette case which will be awarded by Fay Wray to the premier ad salesman of the Division winning the October - November - December section of the 1928 "Greatest Year" Contest. A personal letter and autographed photo will accompany the gift.

nuestra parte, seguros de que si se despliega el mismo "empuie," el éxito alcanzado por "Chang" quedará eclipsado ante los maravillosos resultados que nos ofrecerá "The Four Feathers."

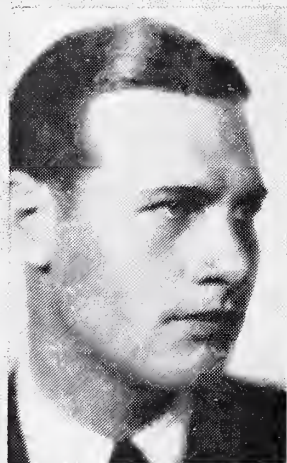
Forecasting Another Mighty Winner—

"THE

FOUR

FEATHERS"

A Paramount Picture



RICHARD ARLEN



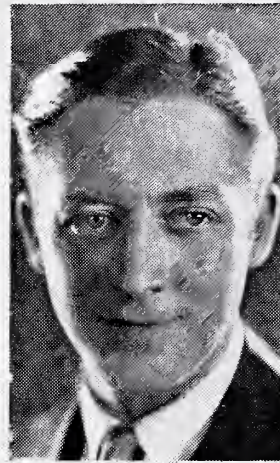
CLIVE BROOK



FAY WRAY



NOAH BEERY



THEODORE VON ELTZ

We give you herewith the inside information on what we both know and believe will be the gloriously outstanding picture of 1929. Its title is "The Four Feathers."

It has more to it in advance than any picture you can name. For twenty years it has been a steady seller as a novel wherever the English language is read; it already has a magnificent cast, as shown above, and many more names will be added; its exteriors and its marvelous animal sequences were filmed in Africa by Cooper and Shoedsack, the immortal filmers of "Chang." And it has a story! Ye gods, what a story!

Here in one film we will have the epic heroism of "Beau Geste," the genuine, authenticated jungle realism of "Chang" and a wealth of other features woven into a dynamic drama of courage and sacrifice that will make "The Four Feathers" for Nineteen Twenty-nine what "Wings" was to this year, "Chang" was to last year, and "Beau Geste" to the year before.

We are starting in to publicize it right now. We want you to do the same! We want you to get behind "The Four Feathers" with all of the verve and the zeal which have contributed to the great successes in the past. We pledge everything that we are and ever hope to be that "The Four Feathers" will be an astoundingly fine picture: we believe in its greatness implicitly, and we want you to do the same.

DRIE PRIJZEN, VAN HONDERD DOLLARS ELK VOOR ONTWERPEN.

Benevens de prijzen, uitgelooft door de Paramount organisatie en de persoonlijke prijzen der Sterren, heeft Paramount drie prijzen van elk honderd dollars uitgelooft voor de beste ontwerpen voor een Plakkaat, een Banier en een Oorkonde, als hoofdprijzen voor het 1928 concours.

Iedere Paramounter, onverschillig van welke positie, leeftijd of van welk geslacht, kan naar een of meer prijzen meedingen. Elke inzender mag schetsen aanbieden voor een, twee of voor drie prijzen en de inzender is niet aan een enkele schets voor een afzonderlijken prijs gebonden. Men mag zooveel ontwerpen in-

zenden, als men wil. De teekeningen, of schetsen hoeven ook niet 'af' te zijn: het komt meer aan op de idee van het ontwerp, dan op een keurig afgewerkte tekening.

De inzendingen, die in't begin van Januari 1929 door de Heeren E. E. Shauer en J. H. Seidelman gekeurd zullen worden, moeten uiterlijk einde December 1928 het hoofdkantoor in New York bereiken. Zij dienen geadresseerd te worden aan den Heer Seidelman.

DE BELGISCHE VICE-CONSUL PRIJST "DE PATRIOT"

Na een voorstelling der Paramount-Jannings-Lubitsch productie "De Patriot" bijgewoond te hebben, schreef de Belgische Vice-Consul, te New

York, den volgenden brief aan de Buitenlandsche Afdeeling van Paramount:

"Er is niets, wat ik over deze film zou kunnen zeggen, dat niet reeds door de plaatselijke recensenten in betere woorden naar voren is gebracht. Zoowel Emil Jannings, als Lewis Stone overtreffen zichzelf en beiden hebben hunne beste artistieke talenten aan de film geschonken."

SPAIN IS LEARNING ABOUT THE STAR PRIZES

The issue of "El Matador" of August 25th is one of the finest we have ever seen, and it should certainly be a wonderful inspiration to the Paramounters of Spain and Portugal. Its cover carries a beautiful picture

of the heart of Barcelona and above it the line—"Is this the City that Will Win the First Prize in the International Contest?"

The centre spread of the issue carried a very splendid layout showing the prizes which have been awarded by the Paramount Stars for the October - November - December division of the Contest. There was an ensemble photograph of all of the prizes, and close-up photographs of the Clara Bow and Emil Jannings prizes. These close-ups of the other prizes will be carried on in subsequent issues.

This is great work, Matadors. It certainly lends even greater power to your slogan of "Adelante, Matadores!"

List of Paramount Offices Around the World

(OCTOBER 1, 1928)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, F. M. States, Siam)

John W. Hicks, Jr.,
Managing Director
William R. Hoggan,
General Sales Manager
William Hurworth
C. E. Henderson
(District Managers)

Cables: PARAMOUNT
FAMOUS LASKY FILM SERVICE, Ltd.
Reservoir Street, G. P. O. Box 2617,
Sydney, AUSTRALIA.
(H. O. for Above-mentioned territories)
Fred Gawler, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
254 Little Lonsdale St.,
Melbourne, AUSTRALIA
R. B. Kelly, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Adelaide Street,
Brisbane, AUSTRALIA
Alfred Carrichael, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
230 William Street,
Perth, AUSTRALIA
C. H. Sherman, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
37-A Rundle Street,
Adelaide, AUSTRALIA
Cleave J. Shepherd, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
82 John Street,
Launceston, Tasmania, AUSTRALIA
Leslie R. Brown, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.,
Cuba and Dixon Streets
Wellington, NEW ZEALAND
Stanley H. Craig, Branch Mgr.
FAMOUS LASKY FILM SERVICE, (N. Z.) Ltd.,
129-131 Albert Street
Auckland, NEW ZEALAND
W. E. Kirby, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
J. A. Groves, Gen. Mgr. for
Far East
Gang Pool, W. Wellvereden
J. A. Groves, Dutch East Indies
J. A. Groves, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Bomstraat 16, S. S. S. B.
JAVA, Dutch East Indies
Austin Levy, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
62-64 and 62-5 Orchard Road
Singapore
STRAITS SETTLEMENTS
Tom Kennard, Branch Mgr.

CUBA

(Cuba, Porto Rico, Dominican Republic, West Indies)

Cables: PARAMOUNT
PARAMOUNT FILMS OF CUBA, S. A.
Estrada Palma 112
Havana, CUBA
A. L. Pratchett, Branch Mgr.
PARAMOUNT FILMS OF CUBA, S. A.
31 Baia Laerac
Santiago de Cuba, CUBA
PARAMOUNT FILMS OF PORTO RICO
Apartado 653, Tanca 10 1/2
San Juan, PORTO RICO
J. P. Donhue, Branch Mgr.

FRANCE

(France, Belgium, Switzerland, Holland, Egypt, Algeria, Tunis, Morocco)

Adolphe Osso,
Administrateur-Delegue
Henri Klarsfeld, Sales Manager
Cables: PARAMOUNT 86
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
63 Avenue des Champs Elysees
Paris, FRANCE
(Home Office for Above Territories)
M. Demol, Div. Mgr.
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
69 rue Fessard
Paris, FRANCE
Jani Beauvais, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
32 rue du Vieux-Marche-aux-Vins
Strasbourg, FRANCE
Georges Lendl, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
68 rue du Faubourg St. Jean
Nancy, FRANCE
Marcel Briand, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
15, rue Alexandre Duval
Rennes, FRANCE
Henry Dessort, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, rue d'Amiens
LILLE, FRANCE
Eduard Derop, Branch Mgr.
Pierre LeLONG, Div. Mgr.
S. A. F. DES FILMS PARAMOUNT
26-a, rue de la Bibliotheque
Marseille, FRANCE
Honore Antonard, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
46, rue Peyronnet
Bordeaux, FRANCE
Marthe Mettier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
16, rue Stella
Lyon, FRANCE
Marcel Yot, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
17 bis rue Clauzel
Algers, ALGERIA
Emile Bellyeb, Branch Manager
S. A. F. DES FILMS PARAMOUNT
84, rue de Portugal
Tunis, AFRICA
Andre Valensi, Branch Mgr.

PARAMOUNT FAMOUS LASKY CORPORATION

Foreign Division

EMIL E. SHAUER, General Manager, } Paramount Bldg., 1501 Broadway.
J. H. SEIDELMAN, Asst. Manager } New York, N. Y.
JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London)
MELVILLE A. SHAUER, Special Foreign Rep. (Headquarters—Paris)

S. A. F. DES FILMS PARAMOUNT
136, Boulevard de la Gare
Casablanca, MOROCCO
Georges Jauret, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
23, rue Tewfik
Cairo, EGYPT
M. Hakim, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
31, Chaussee de Haecht
Brussels, BELGIUM
Eulie Gourdon, Branch Mgr.
N. Y. PARAMOUNT FILMS HOLLAND
399 Keizersgracht
Amsterdam, HOLLAND
C. Peereboom, Branch Mgr.
(Cables: PARAMOUNT)
ROBERT ROSENTHAL
35, Rheingasse
Basel, SWITZERLAND
(Cables: EOSFILM)

GERMANY and CENTRAL EUROPE

(Germany, Austria, Hungary, Poland, Czecho-Slovakia, Jugoslavia, Roumania, Baltics, Finland)

I. Blumenthal,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILM VERTRIEB,
G. M. B. H.
Haus Am Tiergarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
HFA PARAMOUNT METRO VERLEIH
BETRIEBE G. M. B. H.
(Home Office for PARUFAMET)
Cables: PARUFAMET
Haus Am Tiergarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
PARUFAMET
Friedrichstrasse 22
Berlin S. W., GERMANY
G. Salinger, Branch Mgr.
PARUFAMET
Espanolade 6
Hamburg, GERMANY
O. Wohlfahrt, Branch Manager
PARUFAMET
Graf Adolfsstrasse 83-87
Dusseldorf, GERMANY
M. Seidemann, Branch Manager
PARUFAMET
Rossmarkt 15
Frankfurt a. M., GERMANY
R. Goldstaub, Branch Manager
PARUFAMET
Marionplatz 11112
Muenchen, GERMANY
G. Behrmann, Branch Manager
PARUFAMET
Karlstrasse 1
Leipzig, GERMANY
Dr. A. Koenig, Branch Manager
PARUFAMET
Tautzienstrasse 4
Breslau, GERMANY
S. Segall, Branch Manager
PARUFAMET
Hintere Vorstadt 8
Koenigsberg 1, Pr., GERMANY
E. Tykjin, Branch Manager
GUS J. SCHAEFFER
Gen. Sales Mgr. for Central
Europe-Baltics (H'q'rs-Berlin)
E. J. LIPOW
Special Field Rep. for Poland
and The Baltics (H'q'rs Warsaw)

Cables: PARAMOUNT
FANAMET FILMS G. M. B. H.
Neubaugasse 1
Wien VII, AUSTRIA
Max Wirtschafter, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T.
R. Koczi-ut 59
Budapest VIII, HUNGARY
L. Foldes, Branch Manager
(Cables: PARAMOUNT FILM)
PARAMOUNT FILMOVA
SPOLECNOST s. r. o.
Spalna ul. 29
Prague II, CZECHO-SLOVAKIA
R. Jelinek, Branch Manager
A. LICHTSHEINDL, Paramount Rep.
c/o Mosingerfilm,
Hica 55, Zsereb, JUGO SLAVIA
PARAMOUNT FILMS BIURO WYNA-
JIM sp. z. ogr. odv.
Sienna 4
Warsaw, POLAND
A. Hamburger, Branch Mgr.
PARAMOUNT FILMS BIURO WYNA-
JIM
Kilinskiego 3
Lemberg, POLAND
L. Goltsus, Branch Manager
FANAMET FILMS
Suor Karje 18
Reval/Tallin, ESTONIA
(Shipping station)
FANAMET FILMS
Woldemarsstrasse 36
Riga, LATVIA
L. Kuznin, Branch Mgr.
FANAMET FILMS
Laisves Al. 35
Kovno, LITHUANIA
(Shipping station)

Mr. Hammer, Paramount Rep.
136, B. Royal Film,
Henriksgratan 20,
Helsingfors, FINLAND.
Mr. N. Palugay, Paramount Rep.
Imperator Films,
38 Regina Maria,
Cluj, ROUMANIA.

GREAT BRITAIN and IRELAND

(England, Scotland, Wales, Irish Free State)

John Cecil Graham,
Managing Director
Cables: PARAMOUNT
O. V. Tragardh, Asst. Mgr.
Montague Goldman, Sales Mgr.
(Headquarters—London)
Harold E. Walker, Dist. Mgr. at
London, for London, Birming-
ham, Cardiff
Ben Simmons, Dist. Mgr. at
Leeds, for Leeds, Liverpool,
Manchester and Dublin
I. Collins, Dis. Mgr. at Newcastle
for Newcastle, Glasgow.

FAMOUS LASKY FILM SERVICE, Ltd.
(Home Office)
166 Wardour Street
London W. 1, ENGLAND
Oswald H. Cohen, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
24 New Briggate
Leeds, ENGLAND
D. Gilpin, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
124 Dale Street
Liverpool, ENGLAND
H. D. Nisbet, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
12 John Bright Street
Birmingham, ENGLAND
John Corper, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Cromford Court
Manchester, ENGLAND
Louis Harris, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, Bath Lane
Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, 11 Pearse St.
Dublin, IRELAND
J. G. Bell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
16-17, Priory Street
Cardiff, WALES
E. Hancock, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
164 Buchanan Street
Glasgow, SCOTLAND
J. Hanson, Branch Mgr.

INDIA

(India, Burma, Ceylon)
Charles Ballance
William J. Clark
(Reps. for India, Burma, Ceylon)
Cables: FAMFILM
PARAMOUNT FAMOUS LASKY CORP.
P. O. Box 2048
Calcutta, INDIA

ITALY

(Also Turkey, Greece, Bulgaria)
David Souhami
Managing Director
Americo Aboaf, Manager
Cables: PARAMOUNT
S. A. I. FILMS PARAMOUNT
(Home Office for Italy)
Via Magenta No. 8
Rome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
Anciperto Galleria Umberto I.
Naples, ITALY
Cav. Salvatore de Angelis
Branch Manager
S. A. I. FILMS PARAMOUNT
Piazza Strozz, 6
Florence, ITALY
Sig. Cesare Aboaf, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Galliera, 66/2
Bologna, ITALY
Sig. Mario Annovazzi, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Morgagni, 23
Milan, ITALY
Count Edoardo Micheroux de
Dillon, Branch Manager
S. A. I. FILMS PARAMOUNT
Corso Vittorio Emanuele, 6
Turin, ITALY
Sig. Arturo Ambrosio, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Calle Fruiti, 103
Sestiere Cannaregio,
Venice, ITALY
(Sub-Branch)

S. A. I. FILMS PARAMOUNT
VI. Granello 56-58 rossi
Genoa, ITALY
Sig. Corrado De Simone,
Branch Manager
S. A. I. FILMS PARAMOUNT
Via Sant'Anastasio, 1
Angolo Via L. Giberti
Trieste, ITALY
Sig. Benvenuto Andreoli, Branch
Manager
S. A. I. FILMS PARAMOUNT
Via Mariano Stabile 139 D. E.
Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

JAPAN

(Japan, Korea, China, Philippine Islands)

Tom D. Cochrane
R. E. MacIntyre
(Reps. for the Orient)
Cables: PARAMOUNT
FAMOUS LASKY PARAMOUNT
FILMS, Ltd. (Home Office)
507 Osaka Shosen Kaisha Bldg.
Kobe, JAPAN
Roy Tanaka, Branch Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Nichi Nichi Building
Yuraku cho Kojimachiku
Tokyo, JAPAN
J. E. Perkins, Manager
S. Sasho, Sales Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
59 Tenjin-machi
Osaka, JAPAN
(Sales Office) H. Hirai Sales Mgr.
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Shichijo
Minami Yon-Chome
Sapporo, JAPAN
(Sales Office) M. Sula, Sales Mgr.
KISHIN YOKO
Seoul, KOREA

MEXICO

(Mexico, Cent. Amer. Panama, Jamaica, B. W. I., Colombia, Venezuela, Ecuador)

Clarence C. Margon,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
No. 1 Avenida Francisco I. Madero
(Apartado Postal 108 bis)
Mexico City, MEXICO
Gordon B. Dunlap, Branch Mgr.
(H. O. for Mexico and Central America)
PARAMOUNT FILMS, S. A.
Agencia Para La America Central
Apartado 253
Guatemala City, GUATEMALA
R. A. Loomis, Branch Mgr.
PARAMOUNT FILMS, S. A.
P. O. Box 1323
Cristobal, CANAL ZONE
Code Address: PARAMOUNT COLON
PANAMA

SCANDINAVIA

(Sweden, Norway, Denmark)
Carl P. York,
General Manager
Cables: PARAMOUNT
FILMAKTIEBOLAGET PARAMOUNT
13 Kungensatan
Stockholm, SWEDEN
(Home Office for Scandinavia)
FILMAKTIEBOLAGET PARAMOUNT
Amagertry 24
Copenhagen, DENMARK
P. Salomonsen, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
Torvgaten 9
Oslo, NORWAY
E. Eriksen, Branch Manager

SOUTH AMERICA

(Brazil, Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia)
John L. Day, Jr.,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS (S. A.) Inc.
Rua Evartado da Veiga 132
Rio de Janeiro, BRAZIL
Tibor Rombauer, Branch Mgr.
(Home Office for Brazil)

PARAMOUNT FILMS (S. A.) Inc.
Rua do Triunpho, 21
Sao Paulo, BRAZIL
Bruno Cheli, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Halfeld, 235,
Juiz de Fora, Est. de Minas,
BRAZIL
Waldemar de Souza, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Visconde de Inhauma, 30
Ribeirao Preto, Est. de Sao Paulo,
BRAZIL
R. Paladini, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Avenida Floriano Peixoto, 30
Botucatu, Est. de Sao Paulo,
BRAZIL
Adhemar L. Cezar, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Conde de Boa Vista, 193
Recife, Pernambuco, BRAZIL
Benjamin Ramos, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Cine-Theatro Guarany
Praça Castro Alves, Sao Salvador,
Bahia, BRAZIL
A. Herico Benvides, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua General Andrade Neves, 100
Porto Alegre, Est. do R. G. do Sul
BRAZIL
Cezar Augusto de Oliveira,
Branch Manager
PARAMOUNT FILMS (S. A.) Inc.
Rua Sao Paulo, 546
Bole Horizonte, Est. de Minas
BRAZIL
Arnaldo L. Torres, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua Jorge Tiberica, 53 C.
Cruzeiro, Est. de Sao Paulo
BRAZIL
Aurelio Correale, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
Rua 15 de Novembro, 107
Curitiba, Est. do Parana, BRAZIL
Renato C. de Almeida,
Branch Manager

Frederick W. Lange, Manager for
Argentina, Uruguay, Paraguay
Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
665 Calle Cerrio
Buenos Aires, ARGENTINE REP.
Sigfredo Bauer, Branch Mgr.
(Home Office for Argentina, Paraguay, Uruguay)
PARAMOUNT FILMS, S. A.
Calle Maipu 931
R. Sando de Santa Fe
ARGENTINE REPUBLIC
Raul Vigliore, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Estomba 211
Bahia Blanca, ARGENTINE REP.
E. J. Croce, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Ituzaingo 235
Cordoba, ARGENTINE REPUBLIC
C. R. Flaberty, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Vi 1385
Montevideo, URUGUAY
Juan Oliver, Branch Manager
Benito del Villar, Manager for
Chile, Peru, Bolivia
Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
Estado 250 (Casilla 3462)
Santiago, CHILE
(Home Office for Chile, Peru, Bolivia.)
PARAMOUNT FILMS, S. A.
Print No. 175 (Casilla 3792)
Valparaiso, CHILE
Ezequiel A. Puelma, Branch Mgr.
PARAMOUNT FILMS, S. A.
O'Higgins 566 (Casilla 53-C)
Consepcion, CHILE
Srs. Greco & Cia.,
Conseccionaires
PARAMOUNT FILMS, S. A.
Casilla 137
Iquique, CHILE
Srs. Martinez Hinos, & Cia.,
Conseccionaires
PARAMOUNT FILMS, S. A.
Apartado 582
Lima, PERU
Ernest S. Hayes, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Paz, BOLIVIA
Hon rio Garcia, Rep.

SPAIN, PORTUGAL

M. J. Messeri,
Managing Director
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
91Paseo de Gracia
Barcelona, SPAIN
J. Soriano, Branch Mgr.
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
Avenida Pi y Suñal, 22
Madrid, SPAIN
S. Vidal Batet, Branch Mgr.
PARAMOUNT FILMS, S. A.
Alameda Mazarredo, 6
Bilbao, SPAIN
J. Gomez de Miguel, Br. Mgr.
PARAMOUNT FILMS, S. A.
Calle Sorni, 14
Valencia, SPAIN
Vicente Salas, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle San Pablo, 41
Seville, SPAIN
A. Vazquez, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Coruna, SPAIN
Manuel de Diego, Branch Mgr.
PARAMOUNT FILMS, S. A.
Rua Braamcamp 110
Lisbon, PORTUGAL
P. Ressano Garcia, Branch Mgr.



A PICTURE OF BEAUTY SET WITH A PARAMOUNT THEATRE JEWEL

Unqualifiedly one of the most beautiful night photographs we have ever seen is this picture of the heart of Barcelona, Spain. Truly is it a fitting setting for Paramount's magnificent theatre, the Coliseum, wherein so many of our greatest pictures have been so superbly presented that their fame and merit have rung throughout the length and breadth of Spain and Portugal.

WORLD WIDE LITHOGRAPH DISTRIBUTION

P. H. Stilson, General Traffic Manager has just received from his Statistical Department, figures showing that during the year from July 2, 1927 to June 30, 1928 the volume of lithos indicated below have been shipped to all parts of the world.

One sheets	190,771
Three sheets	198,898
Six sheets	115,190
24 sheets	34,672

"In the handling of this large quantity of posters," says Mr. Stilson, "minute detail must be protected. In the first place release dates must be protected and shipments moved promptly to all points in order that the foreign branches may have full opportunity to carry on proper exploitation.

"At the Morgan Lithograph Plant, Cleveland, Ohio, we maintain an office under the able management of Miss L.W. Durgetto. At New York, we have a compre-

hensive order department under the management of Miss Matilda Kass. Miss Kass' office scrutinizes all orders of any nature whatsoever and prepares requisitions for posters therefrom. These requisitions are carefully checked against release schedules, standing orders, and suggestions of foreign branch managers and when duly approved are sent to Cleveland for execution. Miss Durgetto then reviews the orders and issues her shipping instructions to the Morgan Lithograph Plant. The Traffic Department, at Cleveland, Ohio, under the guidance of Traffic Manager George L. Brock secures the paper from the general stock and prepares for miscellaneous shipment. Where the quantity is sufficient actual export cases are prepared by Mr. Brock's department and forwarded to New York Storehouse and held here intact for export on specific steamers. Where the

quantity is small, the lithos are packed and shipped into our New York storehouse for enclosure with other ad sales material. Through this arrangement the Cleveland Plant actually prepares for export the major portion of our lithograph distribution.

"Our New York Storehouse, managed by Albert Craig, carefully verifies receipt of the miscellaneous cases and packages and checks same against our instruction sheets, arranging for delivery to various steamers. In this work Mr. Craig is ably assisted by Messrs. Car-

roll, LeVaca, and Lowe. This department is alert to see that our needs are protected.

"Here in the Home Office Traffic Department," continued Mr. Stilson, "all litho shipments are very carefully supervised by Messrs. Saul Jacobs and Frank Schreiber. It is necessary that packing lists from Cleveland be checked against all orders and our billing procedure followed carefully in order to serve our accounting needs and also protect consular invoice requirements. Here again Miss Kass' department functions because the actual export billing is consummated in her office.

"The foregoing will give you a slight conception of the detail incident to the lithograph distribution and in connection therewith the General Traffic Department is always open to your suggestions and recommendations whereby our service may be improved and made Paramount to you."

SUNDAY TIMES (LONDON) COMMENT ON "THREE SINNERS."

"The acting, too, is capital, particularly that of a gentleman known as the 'Hungarian Barrymore,' Paul Lukas."

Paramount's Priceless Phrases

WINGS



CHANG

THE
PARAMOUNT
TRADE
MARK

CHEVALIER

BACLANOVA

THE GREATEST YEAR

THE EYES OF THE WORLD

THE BEST
SHOW IN
TOWN

A
PARAMOUNT
PICTURE

PARAMOUNT
AROUND THE
WORLD

EMIL
JANNINGS

HAROLD
LLOYD

THE SUN NEVER
SETS ON THE
PARAMOUNT
ORGANIZATION

THE
FOUR
FEATHERS

CASTS
WITH ACTORS
THAT TALK

• Words of World Wide Worth •



"Paramount — the whole world's whole show"

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. *Editor:* Albert Deane.
Associate Editors: O. R. Geyer, George Weltner, Eddie Ugast.
Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Vollidampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 November 1, 1928 No. 8

Looking Ahead

Nothing more eloquently points to the great things ahead for Paramount's Foreign Legion than the wealth of initiative and enterprise denoted in the unparalleled number of sparkling exploitation endeavors depicted in this issue of Paramount Around The World.

These point the way to greater accomplishments and greater success because, more than anything else, they reveal the ever surging sea of thought and imagination which agitates the Foreign Legion of Paramount, keeping its Legionnaires on the 'qui vive' of producing something new, something better, something to make for greater and ever-resultful progress.

For many years, at conventions and within those fine conference halls of our own minds, we have heard that the greatest power in the world today is Manpower. But Manpower can do nothing, go nowhere, be of no account unless it is actuated and motivated by initiative, imagination, enterprise. The motor will not run without gas, the electric light bulb will not illumine without electric current, and Manpower is but flesh and blood and bone without the three impulses earlier mentioned.

Paramount's Foreign Legion has the Manpower, a fact which is unassailably on record. It has the peerless film product with which to record achievements. And its consistent and ever-augmenting array of exploitation evidence is the best evidence in the world that the Legion has a flow of imagination, initiative and enterprise which is as tireless as the sun's light, as valuable as radium, and as genuine as the very word 'Paramount' itself.

It is no wonder then that we look to the oncoming year with a sureness and a certainty which are based not only on the great things which the future has in store for us, but in the even greater evidences of that tireless wave of right and resultful thinking and planning which is carrying us along to meet the new year.

* * *

Much has been said—in these columns and over the reflecting and reflective tables of the Company's executive cabinet meetings—concerning International Mindedness in our film product. You know that since we are making pictures for the entertainment of all the world we should know the reaction of all the world to our films, both as

regards general entertainment and authenticity in appeal and detail. It is, moreover, essential that we have the channel whereby this mass reaction might penetrate right to the source of the film's making—our own production department.

Now we already have this channel, for through the medium of our printed screening reports, forwarded via the New York Home Office, it is possible for the Paramounteers in all parts of the world to register their own, and their public's reactions to every picture emanating from our studios.

In practically every instance these reports are forwarded regularly. In but few of them, however, are the reactions comprehensive or informative. In many instances vital sections of the printed form are dismissed without comment.

And yet right here, placed directly into your hands, is, so to speak, a blank record upon which you are both privileged and invited to record your share of the Foreign Department's endorsement of the Production Department's efforts to make Paramount Pictures which will appeal to the entire world.

* * *

"Wings," which has already been responsible for an aerial display around the globe unparalleled in film history, is flying on to still greater realms of conquest. In the United States, in presentations at popular prices, it is doing terrific business; and in the remainder of the world, following upon super-successful city seasons in many countries, it is preparing to repeat these successes in the lesser centres as well as in still other countries.

And "Wings" is with us not as a stimulus in the shape of the wonderful picture that it is itself, but also as a stimulus which calls for our efforts in simultaneously distributing it along with such other superb pictures as "The Patriot," "The Wedding March" and several others.

Marvelous things have already been done with "Wings;" but all of the stirring achievements have not yet been recorded. "Wings" has still many great triumphs to come. And those Legionnaires who have already contributed to its mightiness with their achievements will yet have their turn of cheering the achievements of those Legionnaires who still have the great thrill of giving this picture to the *Eme E. Shauer* world.

Paramount, as International Host, Welcomes French and Argentine Sailors to New York

October witnessed two major instances of Paramount theatres at

LA MARINA DE GUERRA DE LOS ESTADOS UNIDOS
por cortesía de la
PARAMOUNT FAMOUS LASKY CORPORATION

tiene el honor de invitar a los oficiales, cadetes y tripulación del
BUQUE ESCUELA ARGENTINO
"PRESIDENTE SARMIENTO"
a que visiten los teatros

PARAMOUNT, BROADWAY, entre las calles 43 y 44
RIALTO, BROADWAY, entre las calles 42 y 43
RIVOLI-ARTISTAS UNIDOS, Broadway y calle 40

Admisión desde las 11 a. m. a 11 p. m. Esta tarjeta es su billete de entrada.
Esta invitación es buena solamente para oficiales y marinos de uniforme.
(Vea a la ruella)

"WINGS" LEAVES BROADWAY AFTER 64 WEEKS

"Wings" closed at the Criterion Theatre, New York City, on October 26th after having occupied the theatre continuously since August 12th, 1927. The theatre is at present dark while preparations are made for presenting Paramount's first 100% talking picture, "Interference," which will open November 12th.

French and the other in Spanish were printed (the Spanish one being shown herewith), and the national flags were flown from the front of the Paramount Theatre, as shown on another page.

After the Argentine ship, "Presidente Sarmiento" left New York, the Commander radioed to Mr. Adolph Zukor as follows: "My sincerest thanks for your kindness. Believe me, we feel very pleased by the affection your country has demonstrated towards us."

the Crossroads of the World, New York, playing host to visiting sailors.

The first occasion came about with the visit of the Argentine training ship, "Presidente Sarmiento"; and shortly afterwards the French cruiser "Duquesne" arrived in port. Special invitations, one in



Adolphe Osso

OSSO, KLARSFELD, KOHN BRING NEWS OF PARAMOUNT'S OUT-POSTS TO NEW YORK

The last week of October brought three Paramount Legionnaires from over the seas to New York. Definite purposes brought them to the Crossroads of the World, but at the same time it was good to have them here for the reason of having them dispense first hand news of people and doings in the lands they came from.

Messrs. Adolphe Osso and Henri Klarsfeld, administrateur delegue and sales

manager, respectively of the French organization came for a series of conferences with Mr. Shauer and Mr. Seidelman. They remained for several days which were devoted to this purpose and to witnessing the making of sound and dialogue pictures at the Long Island Studio.

Norman Kohn, who has been for the past two years a special representative of Home Office in the Paramount organizations of Brazil

HOME OFFICE PEP CLUB GETS NEW ADMINISTRATION

On Thursday, October 18th the annual inaugural dinner of the Paramount - Pep Club of Home Office was held at the Hotel Astor, New York City. The dinner rounded out another year of the Club's activities and accomplishments.

G. B. Judge Frawley is the new Club President, with Edward A. Brown filling the post of Vice President. Marion Coles is the new Treasurer and Rose Eidelsberg the new Secretary. Additions to the Board of Governors were Vincent Trotta (the retiring president), Sam Dembow, Sara Lyons, Alic R. Blunt and Louis S. Diamond.

The dinner, followed later by a dance, was a huge success. Company officials headed by Mr. Zukor and Messrs. Lasky, Kent, Shauer, Schulberg, Wanger and many others attended. A. M. Botsford was as usual a sparkling toastmaster. Pres-

ident Frawley outlined the plans for the coming year. Maurice Chevalier was one of the guests of the evening and made a truly wonderful impression.

CHINA THEATRE, STOCKHOLM, IS NEWEST PARAMOUNT FILM PALACE

On October 19th, Melville A. Shauer, general manager of Paramount's European theatres, cabled from Stockholm to Mr. E. E. Shauer in New York that the new China Theatre, built for Paramount's direction-management, had that evening had a sparkingly successful premiere.

The new house, finest of all film theatres in Scandinavia, has a seating capacity of 1,600 and can seat this number of patrons in surroundings of the utmost charm and comfort. It has every aid for presenting motion pictures in keeping with the finest of modern conditions.

Carl P. York, Paramount's general manager for Scandinavia, will oversee the theatre's management from the local angle, whilst Melville A. Shauer will direct the policies from Paris.

IMPORTANT DINNER FOR M. CHEVALIER

Maurice Chevalier, idol of the French stage, who arrived in New York October 15th to star in talking pictures, was welcomed three days later at a dinner dance given in the Ritz Carlton by the Paramount Famous Lasky Corporation.

Feted in Paris for a month prior to his departure, Chevalier was greeted by one of the most distinguished assemblages of leader's of New York's social, financial, theatrical and literary circles.

Brief welcoming talks were made by Adolph Zukor, Jesse L. Lasky and others. Mr. Lasky announced, in predicting success for his efforts in Hollywood, that Mr. Chevalier's first picture will be an adaptation of "The Innocence of Paris," a novel by C. E. Andrews and that Mr. Chevalier will sing several songs in English throughout the film.

Virtually all of those present were well known personalities in New York life. Some were:

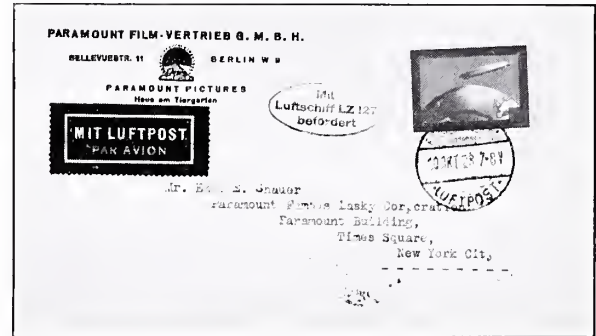
Gaston Liebert, French Consul General; Daniel Frohman, Mortimer Schiff, Kent Cooper, Monta Bell, Irene Fenwick, Mr. and Mrs. Jules Brulatour, Conde Nast, Ethel Barrymore, George White, W. C. Fields Fannie Bree, Judith Anderson, Hedda Hopper, Zita Johann, Rita Weiman, Thomas Meighan, Patricia Col-



linge, Morris Gest, Mr. and Mrs. Irving Berlin, Helen Morgan, Edgar Selwyn, Lee Shubert, James Barton, Helen Ford, Walter Wanger, B. P. Schulberg, Dr. A. H. Giannini, James J. Gerard, Eddie Cantor, Richard Bennett, Claudette Colbert, Will Rogers and George Jean Nathan.

THE "GRAF ZEPPELIN" BRINGS MAIL TO MR. SHAUER

It seemed only right and fitting that the first official Trans - Atlantic air mail should carry a letter addressed to Mr. E. E. Shauer. And due to the foresight of Ike Blumenthal, general manager for Germany and Central Europe, this matter was



arranged with complete success. The envelope containing the message, and carrying also the two special stamps, is shown herewith, while the original is being carefully treasured for its historical value. Other letters were sent by Mr. Blumenthal to Mr. Adolph Zukor and Mr. Lasky.

PARISIAN LINE-UP TO SEE "THE LAST COMMAND"



Portion of a throng of picture-goers endeavoring to enter Le Paramount, Paris, for the express purpose of seeing "The Last Command." This Jannings picture was given marvelous newspaper and outdoor exploitation and registered sensational business during its stay of three weeks.

ERWEITERUNG DER WELT THEATRE KETTE DER PARAMOUNT

Am Freitag den 19. Oktober übernahm die Auslandsabteilung der Paramount die Leitung des höchst modernen China Theaters in Stockholm, Schweden. Das Theater wurde am

gleichen Tage eingeweiht, und zwar vertrat der General Direktor der europäischen Paramount Theater, Melville A. Shauer, die Paramount Organisation bei diesem Ereignis. Das Theater wird unter der lokalen Oberaufsicht von Carl P. York, dem skandinavischen General Direktor der Paramount in Schweden, stehen.

EL RETRATO DE MR. SHAUER TIENE SU SIGNIFICADO

VENTA POR ADELANTADO DE LA PELICULA QUE SE FILMARA EN EL POLO SUR

Dedicamos una página de este número a un artículo escrito en inglés acerca de la película que los cameramen Rucker y Venderveer filmarán en el Polo Sur tomando por base la expedición de Richard E. Byrd. Suplicamos que se traduzca dicho artículo al español y que se comience lo más pronto posible la propaganda de esta nueva película Paramount, la cual, sin duda alguna, excederá a CHANG en lo que respecta a heroísmo personal y momentos de intensa emoción.

En el Departamento Doméstico y bajo la iniciativa de Herman Wobber, ex-empleado del Departamento Extranjero en Europa, se ha hecho circular una especie de requisitoria solicitando de todos los vendedores y agentes una lista de los exhibidores que incluirán en su programa dicha película. Los resultados han sido asombrosos. El artículo en cuestión que rogamos sea traducido trata de algo similar respecto al Departamento Extranjero. En otra página podrá usted verlo.

UNA DE LAS VARIAS RAZONES DEL EXITO DE "ALAS" EN SURAMERICA

El cable comunicó a la Oficina general de la Paramount en Nueva York el grandioso éxito que Alas obtuvo en Buenos Aires, Rosario y Montevideo; pero hasta que se recibió un magnífico libro que contiene el record de la campaña de anuncio y publicidad de dicha película en esas ciudades nadie pudo darse cuenta de una de las razones que contribuyeron más poderosamente a los legítimos triunfos alcanzados por el poema épico del aire en Sur América. Según pruebas, dicha campaña ha sido la más intensa de cuantas ha sostenido la Paramount en las repúblicas del Plata, mereciendo sus iniciadores un sincero aplauso por la inteligencia y perseverancia desplegada.

OTRO EDIFICIO DE LA PARAMOUNT EN SURAMERICA

El mes pasado tuvimos el privilegio de ilustrar esta publicación con los planos de lo que será el hogar de la Paramount en Chile. En este mes nos cabe el honor también de publicar los planos del nuevo edificio que servirá de residencia a la División de los Gauchos, que comprende Argentina, Paraguay y Uruguay. A lo que nos parece, el edificio será uno de los más hermosos de Buenos Aires y congratulamos de todo corazón a los legionarios gauchos por el magnífico local que les servirá de hogar desde principios del año entrante. Para Mr. Fred Lange, Gerente General de la División, un sincero aplauso por la preeminencia que da a la marca Paramount en la populosa ciudad sudamericana.

El retrato de Mr. Shauer sentado ante un escritorio que engalana una de las páginas de este número tiene su significado. La fotografía fué tomada en París durante el reciente viaje que hizo a Europa el ejecutivo del Departamento Extranjero. El escritorio es el mismo que regaló Mr. Shauer el año pasado a la División Francesa. Los legionarios galos afirman que la prueba más contundente de que en este año también se van a llevar el premio ofrecido por Mr. Shauer es el hecho de su reciente visita a la oficina donde ocupa un considerable espacio el tan disputado escritorio. Las demás Divisiones tienen la palabra para discutir con Francia la verdad que pueda encerrar tal afirmación.

FRANCIA ACLAMA "ALTA TRAIÇION"

Tan pronto como Adolphe Osso, Gerente general de la División francesa, recibió Alta traición no perdió un instante en proyectar dicha película. Una vez vista en la pantalla tampoco perdió un instante en enviar un cablegrama a Mr. Shauer diciéndole: "Hemos visto Alta traición y creemos que es la película más grandiosa de cuantas se han producido. Estamos seguros que con ella romperemos todos los records." Como se ve, Francia se incorpora a los países que saben que con Alta traición romperán los records existentes.

SIGUEN CAMBIANDO LOS RESULTADOS

En el breve espacio de un mes han ocurrido sensibles cambios en los resultados obtenidos por las distintas Divisiones. Esto quiere decir que durante los dos meses que aun faltan para llegar al final de la campaña pueden ocurrir otros que den un completo cambio a la situación actual. ¡Animo! No importa la posición que se ocupe actualmente. ¡Aún es tiempo para alcanzar la victoria!

EM ANTECIPAÇÃO DE UMA DAS OBRAS GRANDIOSAS DO CINEMA

Estamos já escrevendo sobre o film que em tempo devido apresentará a Paramount, encerrando todos os acontecimentos de nota da expedição Byrd ao Polo-Sul. Com a quella expedição, como sabemos, seguiram dois experimentados "cameramen" la Paramount, com a especial missão de fazer dos apanhados dessa viagem singular um film que possa ser comparado a "Chang" na sua originalidade, sendo ao mesmo tempo um documento científico de maxima significação para o mundo em geral.

No mercado interno, sob os auspícios de Mr. Herman Wobber, já foi iniciada a campanha de venda desse film entre os exhibidores nacionais. Os resultados até agora obtidos são os mais encorajadores possíveis, estando o film programado a um grandissimo numero de exhibidores. Na pagina seguinte publicamos um artigo a respeito desse collocação antecipada do film, cuja leitura deve interessar aos nossos agentes no estrangeiro.

"WINGS" ("ALI") VINCE NEL CILE

Siamo orgogliosi di annunciare che il Cile trovasi ora nelle file delle grandi nazioni nelle quali la film "Ali" è stata presentata e sfruttata in maniera meravigliosa. L'epica dell'aria della Paramount si è iniziata a Santiago l'11 Settembre e l'evidenza già ricevuta alla Sede Centrale dimostra che l'accoglienza della film è stata sensazionale. Congratulazioni al Sig. del Villar ed ai suoi ammirevoli cooperatori.

UNA CARTA IMPORTANTE DE MR. SEIDELMAN

En otro lugar de esta revista aparece en inglés una importante carta de Mr. J. H. Seidelman, subgerente del Departamento Extranjero. Se ha solicitado que esta carta sea traducida al español y publicada en "El Mensajero". En dicha carta se hace un resumen de los resultados obtenidos hasta la fecha en la campaña emprendida para hacer de 1928 el año de más actividad de la Paramount. Según los cálculos anotados por Mr. Seidelman, los resultados sobrepasarán en mucho lo que la presente situación parece indicar.

EL PROLIFICO ANUNCIO DE LOS FRANCESES

En diversas páginas de este número aparecen algunas muestras de los medios de propaganda de las películas Paramount en Francia. Hay que reconocer que los legionarios franceses saben explotar las posibilidades del anuncio y saben anunciar. Lo en este número presentado es solo una pequeña parte del material que se recibe en la oficina central de Nueva York. No queremos decir con ello que otras Divisiones no hagan propaganda parecida, pero como no nos remiten muestras no podemos presentarlas a la atención de nuestros lectores. Por este medio invitamos a todos a que nos remitan muestras de lo que hacen en beneficio de las películas Paramount en sus respectivos países.

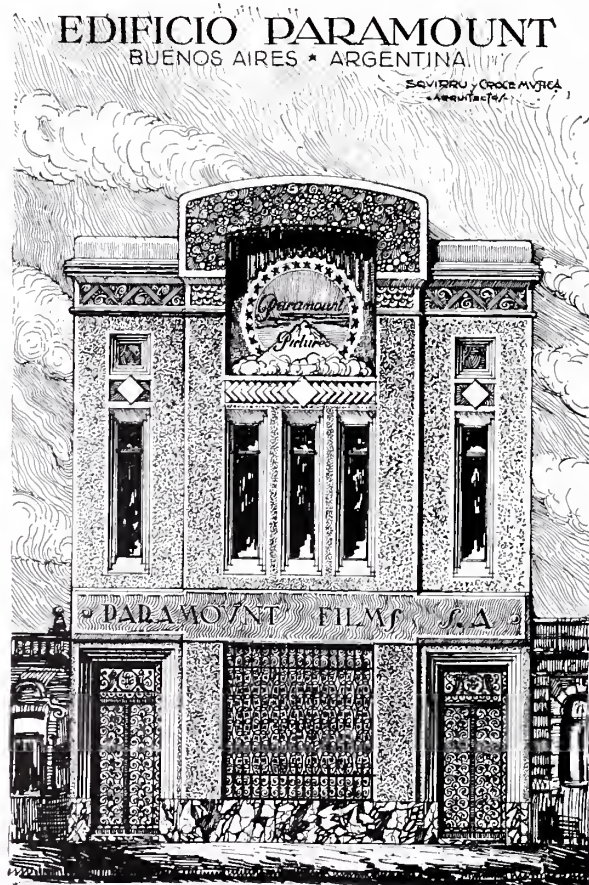
LA TRANSPORTACION DE PELICULAS EN ITALIA

En este número reproducimos dos fotografías que muestran los medios empleados para el transporte de películas en Italia. Creemos que tanto el "auto" siciliano como la góndola veneciana son dignos de ilustrar estas páginas y esperamos que los paramountistas del mundo entero nos remitan fotografías similares de los medios de transportar las películas en sus respectivos países. Sirva esta nota de cordial invitación a todos.

"ALAS" OBTIENE UN GRAN EXITO EN CHILE

Chile, la bella república del Pacífico, ha dispensado una gran acogida a "Alas". Según informaciones recibidas en la oficina central de Nueva York, la inauguración de la temporada de "Alas" en Chile comenzó en Santiago el 11 de septiembre con un gran éxito. Este éxito se sigue repitiendo hasta la fecha. Reciba el Señor del Villar y sus asociados nuestra más cordial enhorabuena.

PARAMOUNT'S NEW ARGENTINE HOME



Recently received from Argentine general manager Fred W. Lange is this architect's drawing of the new Paramount head office in Buenos Aires. The building, which should be completed early in the new year, is to be entirely occupied by the Paramount administration for Argentina, Uruguay and Paraguay. It will be one of the most beautiful Paramount head office. The Paramount Trade Mark will be reproduced in mosaic exactly as sketched, and we are certain that it will be one of the largest Paramount Trade Marks known.

CHILE

SETS A HOT PACE

Japan Moves to 3rd Place

Argentina From 12th to 8th

THE STAR. Please note that the star beside the figure of Central America denotes the new figure which was evolved after Manager R. A. Loomis had voluntarily asked for an increase of quota. It should be added, too, that the increase which he requested reduced his standing from a figure which was considerably over quota, and has thus brought him—temporarily, we are sure—below quota. We are sincere in our admiration for this gesture.

On October 1st, with just two swift months to go before this "Greatest Year!" Contest should sweep to a close, a very significant state of affairs prevailed. This state of affairs is reflected in the figures published below.

Since last month a number of memorable changes have taken place. Chile has maintained the lead, with the change found in the fact of an increased figure. Mexico remains in second place; but India has gone from third

to sixth, diametrically changing places with the pepsters of Japan. Canal Zone has gone up from fifth to fourth, swapping places with France. Central America, for reasons stated earlier, is topping the 'below quota' list.

One of the most significant spurts of the month is that of Argentina, the Gauchos galloping gallantly forward from twelfth place to eighth. Australia also advanced, from tenth to ninth—and both of these divisions should soon be over quota. Three slight retrogressions were those of Great Britain, Porto Rico and Brazil. Cuba and Spain swapped places; Scandinavia and Central Europe each advanced one place; Italy receded two places, and Holland and Germany maintained their last months' positions.

Beyond these facts, the figures speak for themselves far more eloquently than any other words ever could.

OVER QUOTA (as at October 1st.)

CHILE	
Chile, Peru, Bolivia	115.18
MEXICO	110.98
JAPAN	
Japan, Korea, China, Philippines	104.97
CANAL ZONE	
Panama, Colombia, Jamaica, Venezuela, Trinidad	104.29
FRANCE	
France, Belgium, Switzerland, Egypt, Northern Africa	103.68
INDIA	102.72

UNDER QUOTA (as at October 1st.)

CENTRAL AMERICA	
Guatemala, etc.	97.66*
ARGENTINA	
Argentina, Uruguay, Paraguay	95.74
AUSTRALIA	
Australia, New Zealand, Java, Straits Settlements, Siam	94.75
PORTO RICO	94.46
GREAT BRITAIN	
England, Scotland, Wales, Irish Free State	93.57
BRAZIL	91.88
CUBA	87.75
SPAIN	
Spain, Portugal	86.85
SCANDINAVIA	
Sweden, Norway, Denmark	81.74
CENTRAL EUROPE	
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Roumania	76.08
ITALY	74.11
HOLLAND	73.72
GERMANY	64.41

3 PARAMOUNT 100% TALKERS IN WORK

ALBERT KAUFMAN MADE PARAMOUNT SOUND PICTURE PRODUCER

In addition to his duties as assistant to Jesse L. Lasky, first vice-president in charge of production for Paramount, Albert A. Kaufman, pioneer film executive, has been appointed associate producer of sound pictures at the Paramount Hollywood studio.

Kaufman has had wide experience in the film field, having served in executive positions in virtually all branches of picture-making, distribution and exhibition in U.S.A. and Europe. He accompanied Lasky on the latter's recent survey of European film conditions and was appointed assistant to the studio chief upon their return.

Increased facilities for the production of sound pictures will be available upon the completion of the four new sound stages now under construction at the Hollywood studios. The present sound stage, where Roy J. Pomeroy is directing Paramount's first all-talking picture, "Interference", is now in operation day and night.

A COUPLE OF NEW VERBS

With the advent of talking pictures there will come about a widespread need for a verb which will at once express the joint actions of seeing a picture and hearing the dialogue. We get more than a semblance of a kick out of submitting as suggestions "Hearsee" and "Seehear," neither of which is anything to rave about — but they might give you the hint to try and think of some better ones.

Thus in speaking of "Interference" one would now say: "I am going to hearsee William Powell, Clive Brook and Evelyn Brent in 'Interference', a Paramount picture."

CHRISTIE SECURES PEARCE FOR MAC LEAN TALKING PICTURE

Leslie Pearce, well known stage director who has been staging such plays as "Interference," "The Royal Family," and other successes, has signed with Al Christie to direct the dialogue version of the Paramount Douglas MacLean production, "The Carnation Kid."

The work which Pearce will direct within the next few weeks will dovetail with that already filmed under the direction of E. Mason Hopper in the silent treatment of the production. All of the silent version of the Christie-MacLean feature has been completed.

The new director was formerly from Australia, where he was a prominent stage producer.

A COMPLETE REVERSAL

Looking at Roy Pomeroy on this page we are mindful of the observation that nowadays it is "The silent director of pictures that talk," whereas in the old days before talking pictures the reverse of this state of affairs used to be true.

This page we sincerely believe will become a regular feature of Paramount Around the World. As far as possible it will be non-technical, and it will have for its purpose the business of keeping you acquainted with the more or less general phases of the ever-swiftening development of Sound and Dialogue Pictures. We will show glimpses of the newest instruments of expression, list such new terms connected with them as come to our notice, tell of the pictures which are being made with sound and dialogue, and the extent to which these features will be established; and keep you acquainted with the principal personalities who are seeing to it that our organization keeps full and fitting pace with this new development.



ROY J. POMEROY

A mighty name to conjure with in the new world of Talking Pictures is that of Roy J. Pomeroy, who first gained world fame when he opened the Red Sea in "The Ten Commandments," but whose history in the films goes back long before that. He is here shown with a strip of Paramount's special and exclusive film for the synchronizing of the voices of film stars with their action upon the screen. Pomeroy is Director of Sound Effects in the Paramount Studio in Hollywood.

ST. CLAIR TO DIRECT SOUND VERSION OF "CANARY MURDER CASE"

Malcolm St. Clair will direct the spoken dialogue sequences of his current Paramount production, "The Canary Murder Case."

St. Clair will begin the direction of the synchronized sequences immediately upon the conclusion of the current silent production. Preparation of the dialogue is being made by Florence Ryerson, who wrote the screen play, and she is being assisted in this work by Van Dine, the author, who journeyed from New York to Hollywood, to aid in bringing out the vocal attributes of his fictional characters.

The voices of virtually the entire cast will be heard in "The Canary Murder Case." William Powell, as Philo Vance, the super-cinema detective, heads the featured players, among whom are included Louise Brooks, James Hall and Jean Arthur.

In dedicating this first Sound Picture Page of Paramount Around the World, it is a matter of vital interest to note that not only are a great many Paramount pictures being partially equipped with sound and dialogue, but that three 100% all-talking Paramount pictures are in production. These are "Interference" (practically completed), "Half An Hour" and "The Letter," with Jeanne Eagels.

PARAMOUNT'S LONG ISLAND STUDIO RE-OPENS FOR DIALOGUE PICTURE PRODUCTION

Monday, October 15th witnessed the re-opening of Paramount's mammoth Long Island (New York) Studio, where for almost a year past preparations for the making of sound and dialogue pictures have been under way. Four sound proof stages have been completed, and each of them represents not only the last word in the science of this new form of motion picture entertainment, but also several advancements which place the studio ahead of everything else in the film industry.

The first picture to go into production was W. Somerset Maugham's "The Letter," with Jeanne Eagels in the lead. O. P. Heggie, Australian actor, has a prominent role, and several other stage stars will be in support.

Next picture to go into production will be a musical and dialogue picturization of "The Four Coconuts," with the four Marx Brothers starred. Then will come "The Birth of the Blues," and later a picturization of the current newspaper stage play, "Gentlemen of the Press."

These developments will have the studio going at full blast by the end of the year; and its proximity to Broadway (twenty minutes by subway), will mean that stage stars of international repute, appearing on Broadway by night, will be able to appear in Paramount talking pictures by day.

"THE FOUR FEATHERS" WITH SOUND ACCOMPANIMENT

"The Four Feathers" will be a sound picture!

The sensational production which took Ernest Schoedsack and Merian Cooper on a year's filming expedition in the heart of the British Soudan and on which studio work has just started with experienced players enacting its dramatic story, will utilize the complete facilities of the sound stages and equipment at the Paramount centre of film production in Hollywood.

The natural sounds of jungle life, the cries of savages on the warpath, and the roars of wild beasts in the African wilderness will be among the spectacular audible features of this unusual screen drama being made by the producers of "Grass" and "Chang".

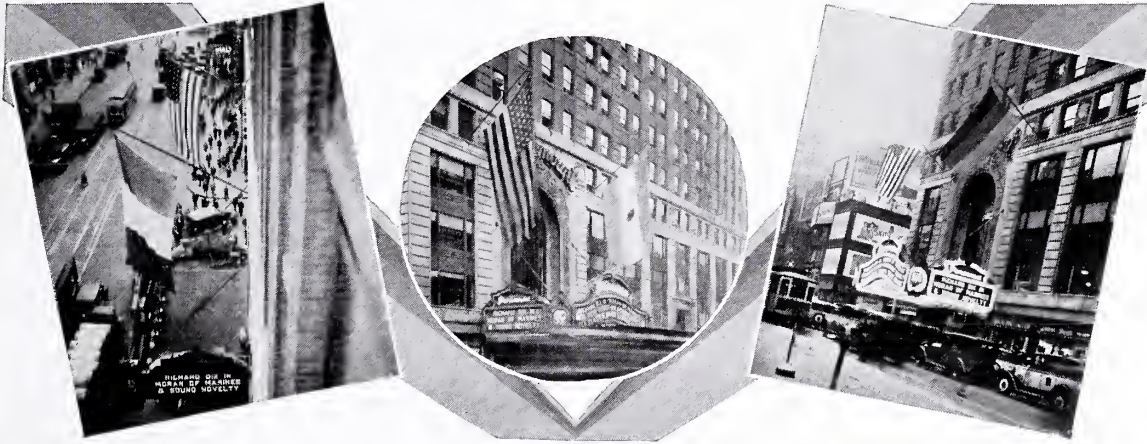
"The Four Feathers" will be one of the most revolutionary pictures ever filmed. It will not only mark the first attempt to combine nature's most impressive dramatic forces with the best story-telling facilities of studio production, but in addition will assure a new and enthralling world of sound.

Cooper and Schoedsack returned to Hollywood recently after spending a year in one of the most remote sections of the globe—the jungles of the British Soudan in Africa, a place seldom visited by white men. They obtained invaluable

pictorial material for incorporation into the screen play which is being interpreted by such experienced players as Richard Arlen, Clive Brook, Fay Wray, Noah Beery, Noble Johnson, and William Powell. The production will not be a "nature" picture or travelogue in any sense. It was adapted by Hope Loring from A. E. W. Mason's dramatic story and it was after Miss Loring had completed the screen story that Cooper and Schoedsack left for the Soudan.

Every facility of Paramount's sound department at the Hollywood studios will be brought into operation during the synchrony of "The Four Feathers" with the natural, atmospheric sounds of the African locale. The recording process will be done under the direction of Roy J. Pomeroy.

THE PARAMOUNT THEATRE, NEW YORK, IS AN INTERNATIONAL HOST



Already in the pages of *Paramount Around the World* we have shown pictures of the Paramount Theatre, New York City, honoring visitors by flying the Australian and Chilean flags. And now, in the scenes at the left, we show the honors that were paid on three separate occasions during the month of October. The German flag at the right was flown in honor of the visit of the "Graf Zeppelin," the French flag at the left honored the officers and men of the French cruiser "Duquesne," and the Argentine flag in the centre was flown in honor of the visit of the Argentine training ship "Presidente Sarmiento."

ANOTHER PHASE OF ITALIAN FILM TRANSPORT



Italy scores two splendid 'interest' beats in this issue, with pictures of unique forms of film transport. The one above shows the actual and legitimate method of transporting Paramount films throughout the waterways of Venice, with a gondola replacing the automobile. We are more than pleased to note the Paramount Trade Mark conspicuous by its prominence even on the highways (or waterways) of Venice.

SI DESIDERA UN TITOLO PER LA CINEMATOGRAFIA AL POLO SUD

In un'altra pagina appare, in inglese, un articolo che chiede suggerimenti riguardo al titolo della film Paramount che sarà il documento della spedizione al Polo Sud del Comandante Byrd. L'idea è che tutti i Paramontesi vengono vivamente pregati di cercare di adattare a questa film un titolo che possieda la brevità, la elasticità e la misteriosa qualità di "Chang". Si darà il benvenuto a tutti i suggerimenti provenienti da Paramontesi di tutte le parti del mondo. Finora, nessuna offerta di premio speciale è stata ancora fatta, ma è certo che colui che avrà suggerito il titolo che verrà adottato entrerà in possesso della meritata ricompensa.

SE NECESITA TITULO PARA LA PELICULA FILMADA EN EL POLO

En otra página aparece un artículo en inglés pidiendo sugerencias para el título de la película Paramount que se filmará en el Polo Sur en combinación con la expedición Byrd. Con ello se trata de conseguir un título breve y atractivo, como el de "Chang", que exprese el carácter de esta película. Todos los paramontistas están invitados a contribuir al éxito de esta excepcional producción enviando sugerencias. Hasta el presente no se ha señalado ningún premio para el título que resulte triunfante, pero es indudable que se ofrecerá una buena recompensa.

TRASPORTO DELLE FILM IN ITALIA

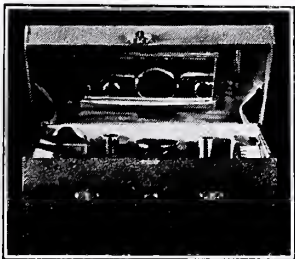
Ci riesce specialmente gradito di poter riprodurre in questo numero le due più originali fotografie relative ai metodi caratteristici di trasporto delle film in Italia. Sia la figura del carro delle film di Sicilia che quella della gondola delle film di Venezia sono di un interesse veramente fascinatore e siamo sicuri che tali verranno considerate in tutte le parti del mondo. Siamo costantemente e tenacemente desiderosi di procurarci fotografie di tal genere da tutte le

"ALAS" ABANDONA BROADWAY

Después de 65 consecutivas semanas en el Teatro Criterion del Broadway neoyorquino, la película "Alas" ha comenzado su recorrido por los demás teatros de la ciudad, siendo substituida en el Criterion por "Interference", la primer película ciento por cien parlante que ha producido la Paramount y a la cual tanto los críticos teatrales como la prensa en general han prodigado entusiásticos elogios. "Alas" estuvo en el Criterion desde el 12 de agosto de 1927 hasta la fecha, lo que supone 65 semanas de continuos llenos.

GEORGE BANCROFT'S GIFT

This handsome, completely equipped leather and silver traveling bag is the contribution of George Bancroft to



the October—November—December section of the 1928 "Greatest Year!" Contest. This bag, together with a personal letter and an autographed photo, will be awarded to the accountant of the winning branch in the winning division.

DOMESTIC DEPARTMENT'S NEW HOUSE ORGAN IS "THE GREATEST YEAR"

With its annual contest divided into four quarters of thirteen weeks each, the Domestic Department adheres to the policy of changing the name of its house organ for each of these quarters. For the first of them it was "The Whole Show." With the beginning of October marking the start of the second quarter, the publication, decked out with new type faces and a new plan of layout, has become "The Greatest Year," with "The Whole Show" still bracketed in the name. The editorship is still under the pep-filled guidance of Leon J. B. Bamberger, whose fund of originality, snap and sparkle seems to be well-nigh inexhaustible. We happily hail the new publication, not only for its intrinsic merit, but for the great part that we know it will continue to play in the progress of the Domestic Department.

GEOFFREY SHURLOCK NEW SCENARIO EDITOR AT PARAMOUNT HOLLYWOOD STUDIO

Geoffrey Shurlock, who has served as production secretary for the past two years, has been promoted to the post of scenario editor at Paramount's Hollywood studio. Shurlock, who by this advancement becomes one of the youngest scenario executives in the industry, has displayed a marked editorial ability during his association with Paramount and his advancement comes as a result of his work over a period of two years.



"WINGS" IN ROME

Close-up of the celebrated group witnessing a private showing of "Wings" in the Rome airport, described on another page. General Francesco de Pinedo is at the left of the picture, seated next to Countess Bonmartini. Mr. Americo Aboaf is on the picture's extreme left.

parti del mondo e sinceramente ci auguriamo che tutti i Legionari interpreteranno il nostro entusiasmo come un invito ad inviarcì tali fotografie.

IL REGIO CONSOLE GENERALE D'ITALIA A NEW YORK LODA "THE PATRIOT" ("IL PATRIOTA")

La Sede Centrale di New York della Paramount è stata oltremodo lusingata e compiaciuta di ricevere dal Regio Console Generale in detta città il seguente messaggio veramente splendido, relativo alla film "The Patriot" ("Il Patriota"), nuovissima della Paramount, nella quale brilla, come protagonista, Emil Jannings, sotto la direzione di Ernst Lubitsch:

"Mi riesce oltremodo gradito di affermare che considero la vostra film "Il Patriota" una produzione straordinariamente bella, che riuscirà un grandioso successo. Dal punto di vista artistico non lascia nulla a desiderare ed i punti salienti ne sono stati fatti risaltare mirabilmente. Creerà senza dubbio furore ovunque verrà proiettata."

(fto.) Regio Console Generale d'Italia.

IL SIG. SEIDELMAN SCRIVE UN IMPORTANTE ARTICOLO

In un altro punto di questo numero è stato stampato un articolo molto importante, scritto dal Sig. J. H. Seidelman, vice-direttore del Dipartimento Estero. E stata fatta richiesta che questo articolo venga tradotto nella vostra lingua e che venga pubblicato nelle colonne del vostro organo locale. La quintessenza dell'articolo si riferisce ad una rivista dei progressi fatti fino ad oggi in questo concorso del 1928 "l'Anno più Grandioso!", insieme ad un sommario, nel quale egli esprime la convinzione che i risultati finali di questo concorso saranno anche più eloquenti di quello che le indicazioni presenti sembrano promettere.

ORA LA FRANCIA ACLAMA "IL PATRIOTA"

Dopo aver ricevuto una stampa della film "Il Patriota" a Parigi, Adolphe Osso, direttore generale della Divisione Francese, non ha perduto tempo a proiettarla. E, dopo averla proiettata, il Sig. Osso non ha perduto nemmeno tempo nel mandare a Mr. Shauer a New York un cablogramma così concepito: "Abbiamo proiettato 'Il Patriota' e crediamo sia la film più grandiosa dal punto di vista degli attori che abbiamo mai avuta. Siamo convinti che supererà tutti i precedenti." E così la Francia si è unita al gruppo delle nazioni che sanno che supereranno assolutamente tutti i precedenti con "Il Patriota".



IN SICILY. Here's a glimpse of the picturesque manner in which Paramount films are transported in this portion of the Italian territory. Picture shows a consignment of films leaving the Palermo exchange in this attractive Sicilian cart.



A LOBBY IN BOLOGNA

This excellent lobby display in the Cinema Medica, Bologna (Italy), was the work of the staff of Paramount's Exchange in Bologna. It was arranged for the opening of "The World At Her Feet" at the theatre and elicited such favorable comment that we feel certain it contributed a great deal towards the film's success. We are pleased to congratulate the Paramounteers of Bologna responsible for this.

UN ECCELLENTE FOYER

Siamo lieti di riprodurre in questa pagina un esempio del come i Paramontesi dell'Agenzia di Bologna aiutarono la direzione della Cinema Medica a presentare la film di Florence Vidor, "The World At Her Feet" ("Il mondo ai suoi piedi"). Questo foyer riuscì veramente efficace e sappiamo da autorità competenti ch'esso contribuì generosamente al successo della cinematografia.

UN ALTRO CAMBIAMENTO NELLA SITUAZIONE DEI RISULTATI

Anche nel breve spazio di un mese si poterono verificare parecchi notevoli cambiamenti nelle cifre dei risultati dalle varie divisioni. Tutto ciò dimostra che la gara è ancor lungi dall'essere chiusa, perché ci sono ancora due mesi interi da percorrere prima della fine dell'anno, e in questi due mesi molte ed importanti cose potranno avvenire—ed avverranno.

"WINGS" ("ALI") LASCIA BROADWAY

L'epica dell'aria della Paramount "Wings" ha finalmente lasciato il Criterion Theatre, Broadway, New York City, dopo avervi dimorato fin dal 12 agosto 1927. Il che vuol dire proiezione continuata di un anno e tre mesi (65 settimane). Questa film è stata rimpiazzata al Criterion da "Interference" ("Interferenza"), la prima film parlante al 100% della Paramount, che ha avuto uno strepitoso successo da parte della stampa e del pubblico.

IL CARRO SICILIANO DELLE FILM

Tutti gli abitanti del mondo troveranno interessante la riproduzione del carro siciliano di consegna delle film, che pubblichiamo in questo numero. Riproduzioni caratteristiche di questo genere aumentano grandemente l'utilità della presente pubblicazione di "Paramount intorno al mondo" e saremo vivamente grati a chiunque vorrà inviarcì altre fotografie di questo tipo, di tanto in tanto.

PROLIFICO SFRUTTAMENTO FRANCESE

Sparsi qua e là in questo numero troverete numerosissimi esempi individuali d'intelligente ed abile sfruttamento francese escogitato a beneficio delle Cinematografie Paramount. E più che evidente che i Legionari francesi si sono dati ad uno sfruttamento energico ed efficace con un ardore ed un vigore che sono degni del massimo elogio. Con ciò non intendiamo dire che altre Divisioni non abbiano fatto lo stesso; ma sono i francesi che ci mandano fasci di materiale che dà evidenza del loro lavoro, ed è soltanto quando i fatti ci constano che possiamo farne menzione.

LA FOTOGRAFIA DI MR. SHAUER HA UN GRANDE SIGNIFICATO

Il ritratto di Mr. Shauer seduto ad una scrivania, da noi riprodotto in un'altra pagina di questo numero, ha un non so che di significativo. La fotografia è stata presa a Parigi, e la scrivania presso la quale è seduto il Capo della Legione Estera della Paramount, non è che la sua grande vecchia scrivania, che venne vinta dalla Francia nell'indimenticabile concorso dell'anno passato. Il non so che di significativo, naturalmente, va da attribuirsi al fatto che la Placca potrebbe possibilmente andare a Parigi alla fine del Concorso di quest'anno—almeno, questo è quanto i Legionari francesi affermano come simbolo del fatto che Mr. Shauer è stato fotografato a Parigi dietro la sua vecchia scrivania.

ITALIAN PARAMOUNTEERS GIVE "WINGS" UNIQUE PRIVATE SCREENING INSIDE AIRPORT



One of the most unique presentations of "Wings" that we have yet had brought to our attention was that of presenting Paramount's epic of the air to a group of Italian air officials and national notables at the Aeroporto del Littorio, Rome, last month. This screening took place actually within the specially darkened airport, and the presence of a ring of aeroplanes and air accessories lent what our correspondent has termed "a perfectly thrilling atmosphere."

The screening was arranged by Messrs. David Souhami, general manager; Americo Aboaf, manager; and Aldo Vergano, manager of the publicity department.

The very representative and most distinguished audience (shown in the small close-up picture) included the following: H. E. General Italo Balbo, Subsecretary to the Air Ministry; H. E. Rosboch, Subsecretary

IMPEGNO DI VENDERE IN ANTICIPO LA FILM DEL POLO SUD DELLA PARAMOUNT

In questo numero dedichiamo una pagina ad un articolo in inglese che vi preghiamo di far tradurre. Tratta della film Paramount che viene ora fatta della spedizione al Polo Sud del Comandante Richard E. Byrd da parte dei fotografi Rucker e Vanderveer. Confidiamo che questa cinematografia supererà perfino "Chang" come epica di pericolo ed eroismo personale e sappiamo che non è mai troppo presto per noi di cominciare a darle il tributo che merita.

Nel Dipartimento Interno della Paramount, dietro ispirazione di Herman Wobber, che era prima col Dipartimento Estero in Europa, i commessi, i prenotatori, i direttori di succursali e i direttori di distretto sono stati richiesti d'impegnare il numero degli espositori ai quali venderanno questa cinematografia. La risposta è stata unanime; ed è appunto qualcosa del genere che vi si raccomanda di fare nell'articolo che vi chiediamo di farvi tradurre. Lo troverete in un'altra pagina.

LA FOTOGRAFIA DI MR. SHAUER HA UN GRANDE SIGNIFICATO

Il ritratto di Mr. Shauer seduto ad una scrivania, da noi riprodotto in un'altra pagina di questo numero, ha un non so che di significativo. La fotografia è stata presa a Parigi, e la scrivania presso la quale è seduto il Capo della Legione Estera della Paramount, non è che la sua grande vecchia scrivania, che venne vinta dalla Francia nell'indimenticabile concorso dell'anno passato. Il non so che di significativo, naturalmente, va da attribuirsi al fatto che la Placca potrebbe possibilmente andare a Parigi alla fine del Concorso di quest'anno—almeno, questo è quanto i Legionari francesi affermano come simbolo del fatto che Mr. Shauer è stato fotografato a Parigi dietro la sua vecchia scrivania.

ITALIAN PARAMOUNTEERS GIVE "WINGS" UNIQUE PRIVATE SCREENING INSIDE AIRPORT



of Finance; General Francesco Pinedo, Commander of the Aerial Zone, and renowned world flier; General Capuzzo, Commander of Aeronautical Schools; General V. M. N. S. (Voluntary Militia for National Security) Sacco; Countess and Count Bonmartini, Mrs. and Mr. Mario Carli; Commendatore Pellegrini, Head Cabinet Air Minister; Commendatore Alessandro Aboaf; Colonel Tedeschini Lalli, military secretary of H. E. Balbo; Colonel Biagini, Commendatore Pischedda, Colonel Martellucci and Commendatore Cini.

The event was comprehensively covered by the Italian press, and the reviews, which were given wide circulation throughout the country, gave great praise to the film.

We cordially congratulate all connected with the event for its originality and effectiveness, and for its great masterstroke of good will.

B. Altman & Co.

FIFTH AVENUE AT THIRTY-FOURTH STREET
TELEPHONE: MURRAY HILL 7000



**Let Chang Serve
the Cigarettes**

He will—and ever so graciously—if you press a tiny pedal at the back. His upraised trunk swoops down into the box. He lifts a cigarette on high and proffers it invitingly.

Capacity:
20 Cigarettes

\$17.50

Made entirely of leather, the box in a choice of six colours, the elephant in black with white tusks.

NOVELTIES—FIRST FLOOR

PUBLIC NOUN. "Chang," which was given to the world through both the title and the subject matter of Paramount's jungle melodrama, has now become a public noun, according to the manner in which it has been used in this quarter-page advertisement of a foremost New York City department store.

**THE REASON FOR ALL OF
THE ITALIAN CITIES**

Keen observers have probably noted that in practically every issue of the "Cities to Which the Prizes May Go" series there has appeared a scene of an Italian city. There is good reason for this. Italy was one of the few territories which responded to the appeal for photographs for this series, and it was our good fortune to receive at least ten views from every city in Italy in which Paramount has an office. That was great service, Italy: it would have been wonderful if some of the other divisions had done as well.

**MENTION FOR
MODESTY**

It is only now that we learn of the very commendable part played by a Paramourteer in the recent disastrous Porto Rican hurricane. It seems that a large portion of the credit for the taking and despatching of the hurricane films for Paramount News was due Carlos Garcia del Fuevedo, assistant manager of the San Juan office; and so we belatedly take this opportunity of congratulating Senor del Fuevedo on his very excellent interpretation of the Paramourteer Spirit.

"THE WEDDING MARCH" IS NEWEST NEW YORK SENSATION. GREAT PRESS AND ATTENDANCE ACCLAIM.

"THE PATRIOT" HAS RUN OF EIGHT WEEKS IN NEW YORK. SEEN BY ALMOST A MILLION.

"The Patriot," starring Emil Jannings and directed by Ernst Lubitsch, remained for eight highly successful weeks at the Rialto Theatre, New York City. During this time it was seen by almost a million people.

Eight weeks is a superb run at the Rialto, when it is considered that the picture is shown seven times daily for seven days a week in a house of 2,000 seats. That it was seen by almost a million persons, some two and three times, is also a wonderful tribute.

That it will continue to be a success of this calibre throughout the world is evidenced by the astoundingly fine barrage of praise and pledges consistently reaching home office.

A strikingly fine broadside in two colors—and printed in both Spanish and Portuguese—has been prepared by O. R. Geyer's foreign publicity department for distribution in Spanish and Portuguese-speaking countries of the world.

NEW YORK CITY'S CONSUL GENERAL FOR ITALY PRAISES "THE PATRIOT"

As a worthy addition to the wonderful array of letters praising "The Patriot" which we printed last month, we give you the following message received by Paramount's Foreign Department from the Consul Gen. of Italy in N.Y.C.

"I am pleased indeed to state that I consider your film 'The Patriot' an exceptionally fine production, one that will surely prove a great success. From the artistic standpoint it leaves nothing to be desired, and the salient points are most effectively brought out. It will create a furore everywhere."

"WINGS" IN PARIS

"Wings," Paramount's epic of the air, opens at the Paramount Theatre, Paris, on November 23rd for an extended season. It will be backed by a surpassingly fine campaign of exploitation and publicity, of which we will tell you when we record its success in next month's issue. Its campaign is in the very capable hands of R. M. "Dick" Blumenthal, who has already had considerable experience with "Wings."

At last Erich Von Stroheim's Paramount production, "The Wedding March" has reached the screen. It commenced an indefinite season at the Rivoli Theatre, New York City, on October 12th, and right from the outset it jumped into the class of the city's greatest attractions. Already, after many months of reading, you know more of this picture than could be told here; you know of its shimmering grandeur, its sublime spectacle, its poignant love interest and its boundless heart appeal. You know that it is the picture which gave Fay Wray stardom, which depicts Von Stroheim in his greatest role, and which has a superlative cast headed by ZaSu Pitts, Maude George, George Fawcett, Matthew Betz, Dale Fuller and many other great character players. So, since you know all of this, permit us to give you excerpts from the pick of the New York press reviews:

According to the Press

N. Y. DAILY NEWS: "...No matter what amount of footage the director was forced to eliminate through lack of running time, the result current at the Rivoli is a beautiful, true, smooth flowing production. A four-star movie... One of the earlier scenes of 'The Wedding March' is so astoundingly gorgeous as to spellbind an audience. It is Corpus Christi day in Vienna. There is a military and church procession in technicolor, perfect in technique, wondrous to behold, thrilling... Erich von Stroheim, doubling as director and male lead, lives through his part with the intensity of one who is wholly interested in it. Fay Wray is a lovable little thing, a real human being."

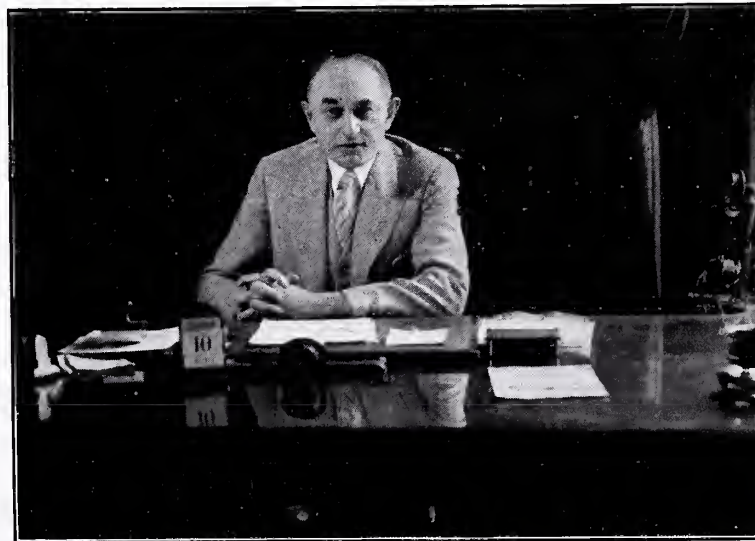
N. Y. SUN: "The Wedding March' is touched off with the flashes that are called genius for the want of a better word."

EVENING GRAPHIC: "'The Wedding March' is so striking and so impressive as to be placed among the best pictures of the year... This picture has sequences unequalled for impressiveness, scenes that are artistic accomplishments and a characterization by the director himself which is the best thing that Von Stroheim has ever done on the screen... A technicolor sequence of an imposing Corpus Christi procession is without doubt the most beautiful thing of its kind which has ever been unreel'd."

NEW YORK TIMES: "...It is a picture that holds the attention... the hosts of people, the solemn priests, the meticulously clad soldiery and the Church scenes in the Corpus Christi procession are unusually impressive."

THE FILM DAILY: "'The Wedding March' is an unusual, impressive and moving film of Vienna before the World War... When a director can play on the emotions the way Von Stroheim does in this picture, with shadow figures, we believe he is touched, and plentifully so, by that rarity described as genius... Fay Wray, the girl who loves and loses, responds beautifully to the director's influence. Her work merits the highest praise for sincerity, plus ability, in histrionics. Von Stroheim is as fine an actor as he is a director. He seemingly touches hidden chords in his players which few, if any other, directors, are successful in probing. He is a great director—one of the few."

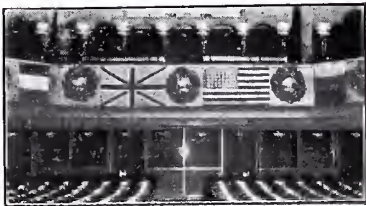
THE FOREIGN LEGION'S LEADER IN A FAMILIAR POSE



Both sentiment and significance are attached to this very recent picture of Mr. E. E. Shauer which was taken while the Foreign Legion's Leader was in Paris last August. There is sentiment because of the fact that Mr. Shauer is shown seated at the desk he used for so many years in New York prior to its being won by the French Division in last year's memorable contest; and there is significance because of the fact that M. Adolphe Osso insists that at a spot within the eye's range from this desk is the place on the wall which is going to receive the Plaque which is the first prize in this year's even greater contest. Throughout all of which, however, Mr. Shauer's expression would appear to say: "We shall see what we shall see!"



Night view of exterior of the Schweden Theatre, Vienna, during the wonderful season of "Wings."



Note the illuminated aeroplane and Paramount Trade Mark. This wonderful work was also carried to the theatre's interior where flags of all nations supplied the decorations.

GRUENDE FUER DEN GROSSEN ERFOLG DES "WINGS" FILM IN ARGENTINIEN UND URUGUAY

Die Kabel hatten der New Yorker Zentrale bereits berichtet, dass "Wings" in Buenos Aires, Rosario und Montevideo von durchschlagendem Erfolg begleitet war. Aber erst als die Zentrale ein grosses, herrliches Buch erhielt, welches die Aufzeichnungen aller Propaganda und Reklame für das Paramount Luftdrama in diesen drei Städten enthielt, wurden alle Gründe für den grossen Erfolg klar. Das Buch verriet die Tatsache, dass diese Reklame- und Propagandacampagne eine der feinsten in der Geschichte der Paramount war. Es ist also Anlass vorhanden, diejenigen, welche für diese Arbeit verantwortlich zeichneten, zu beglückwünschen.

HERRN SHAUER'S BILD EIN OMEN?!

Das Portrait Herrn Shauer's, an seinem Schreibtisch sitzend, welches wir auf einer anderen Seite dieser Ausgabe wiedergeben, hat einen bedeutungsvollen Beigeschmack. Diese Aufnahme wurde in Paris gemacht, und der Schreibtisch, an welchem Paramount's Leiter der Auslandsabteilung sitzt, ist kein anderer als sein ihm vertrauter Schreibtisch, welcher von Frankreich im vorigen Jahre in dem unvergesslichen Kontest gewonnen wurde. Jedenfalls betrachten die französischen Legionäre es als ein gutes Omen und hoffen, dass die Metalltafel am Ende des diesjährigen Kontestes nach Paris gehen wird.

TITEL FUER SUEDPOL-FILM GESUCHT

In einem anderen Teil dieser Ausgabe befindet sich ein Artikel in englischer Sprache, welcher Vorschläge für einen Titel des Paramounts Films sucht, der von der Südpol-Expedition Kommandeur Byrd's gedreht wird. Es wird beabsichtigt, eine Gesamtbeteiligung aller Paramountler an dieser Titelsuche zu erlangen, um einen Titel zu finden, der genau so spannend, kurz und rätselhaft klingt wie "Chang." Wir begrüssen nun Vorschläge von den Paramountlern aus allen Teilen der Welt. Vorläufig ist noch kein spezieller Preis ausgesetzt worden, aber derjenige Vorschlagende, dessen Titel akzeptiert wird, ist der ihm gebührenden Belohnung sicher.

RESULTATWECHSEL DER FILIALSTAENDE

Sogar eine kurze Zeitspanne wie ein Monat bringt einige beachtenswerte Aenderungen in den errungenen Zahlen der verschiedenen Divisionen mit sich. Dieses beweist deutlich, dass das diesjährige Rennen noch lange nicht vorüber ist, denn wir befinden uns noch zwei Monate vor Jahresende; und in diesen zwei Monaten können und werden noch eine ganze Menge wichtiger Geschehnisse vorkommen.

CAST OF "REDSKIN"

The current Richard Dix picture, "Redskin," will have one of the most popular casts of recent months. Dix will have Gladys Belmont, hitherto unknown, for his leading woman, and the other featured members of the cast will be Pauline Garon, Jane Novak, Paul Panzer and Noble Johnson.

HERR SEIDELMAN SCHREIBT WICHTIGEN ARTIKEL.

Auf einer anderen Seite dieser Nummer gelangt ein äusserst wichtiger Artikel von Herrn J. H. Seidelman, dem Assistentendirektor der Auslandsabteilung, zum Abdruck. Sie werden ersucht, diesen Artikel in Ihre Sprache zu übersetzen und in Ihrem Hausorgan zu veröffentlichen. Der Inhalt ist ein Rückblick auf die bis heute erfolgten Leistungen dieses "1928 bedeutendstes Jahr!" Kontests, zusammen mit einem Auszug, in welchem er seinen Gedanken Ausdruck verleiht, dass die Endresultate dieses Kontests noch viel wirkungsvoller sein werden, als die augenblicklichen Prophezeiungen voraussagen.

NOCH EINE NEUE GROSSARTIGE SUEDPOL-ARGENTINISCHE ZENTRALE

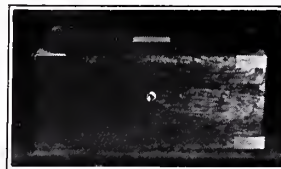
Im vorigen Monat hatten wir das Vergnügen, einen Bauentwurf zu veröffentlichen, der Ihnen offenbarte, wie die neue chilenische Paramount Zentrale aussehen wird. In diesem Monat wird uns das Vergnügen nochmals zuteil, denn wir können Ihnen nunmehr die Skizze der neuen Zentrale der Gaucho-Abteilung von Argentinien, Paraguay und Uruguay zeigen. Allem Anschein nach wird dieses Gebäude eines der schönsten in Buenos Aires sein, und wir beglückwünschen die Gaucholegionäre schon jetzt ob der herrlichen Büros, in welche sie Anfang des nächsten Jahres übersiedeln werden. Zu gleicher Zeit möchten wir dem Abteilungsleiter der Gauchos, Herrn Fred Lange, unseren herzlichsten Dank dafür aussprechen, dass er der Paramount Schutzmarke solche wunderbare Prominenz verleiht.

"WINGS" EIN STUERMISCHER ERFOLG IN CHILE

Auch Chile gehört nun zu den Ländern, in denen "Wings" in solcher restlos begeisternden Weise präsentiert und exploitiert wurde. Paramount's Heldenlied der Luft wurde am 11. September zum ersten Male in Santiago gezeigt, und bewies der New Yorker Zentrale deutlich, dass dieser Film ein sensationeller Wurf war. Wir gratulieren Herrn del Villar und seinen hervorragenden Mitarbeitern zu diesem Erfolg.

EVELYN BRENT'S GIFT

That most popular leading woman, Evelyn Brent, has awarded this cedar and silver cigar humidor, which will go to the foremost shipping clerk of the winning division. The winner will be selected from the nominations submitted by the branch man-



agers of the division. In addition to the humidor, the winner will receive a personal letter and an especially autographed photo of the star carrying his name.

DER ITALIENISCHE FILM-TRANSPORT

Zwei ungewöhnliche Photos, welche seltsame Filmtransporte in Italien schildern, gelangen in dieser Ausgabe zum Abdruck. Beide Bilder, die Filmkarre auf Sizilien sowohl als die Filmgondel in Venedig, sind ungemein interessant, und wir nehmen an, dass sie in allen anderen Erdteilen genau so viel Interesse hervorrufen wie hier, in der New Yorker Zentrale. Wir möchten recht gern noch mehr derartige Photos aus aller Welt reproduzieren und wünschen, dass alle Legionäre dieses als eine Einladung auffassen werden, solche Photos einzusenden.

PARAMOUNT'S SUEDPOL FILM IM VORAUS VERKAUFT

Wir haben eine Seite dieser Nummer einem Artikel in Englisch eingeräumt, welchen wir von Ihnen gern übersetzt haben möchten. Es handelt sich um den Paramount Film der Kommandeur Richard E. Byrd's Südpol-Expedition, der von den begleitenden Kameraleuten Rucker und Venderveer aufgenommen wird. Wir sind fest davon überzeugt, dass dieser Film, durch den ungeheuren Wagemut der Expeditionsmitglieder sogar noch "Chang" übertreffen wird. Wir können daher nicht früh genug beginnen, diesem Film den ihm gebührenden Tribut zu zollen.

Die Vertreter, Disponenten, Filialeiter und Bezirksmanager der inländischen Abteilung der Paramount—angespornnt von Herman Wobber, der früher bei der Auslandsabteilung in Europa tätig war—wurden gebeten, sich für die Zahl der Theaterbesitzer, denen sie diesen Film verkaufen können, zu verbürgen. Das Resultat war überwältigend! Eine ähnliche Aufforderung ergiebt in dem oben erwähnten Artikel an Sie. Wir wissen schon jetzt, dass die Auslandsabteilung ein noch besseres Resultat erzielen wird.

"DER PATRIOT" GEWINNT FRANKREICH IM STURM

Nachdem der Generaldirektor der französischen Division in Paris, Adolphe Osso, eine Kopie des Films "Der Patriot" erhielt, verlor er keine Zeit zur Vorführung desselben; und nachdem er ihn vorgeführt hatte, verlor er keine Zeit, um Herrn Shauer in New York das folgende Kabel zu übersenden: "Habe 'Den Patriot' gezeigt—den hervorragendsten Film, den wir je erhielten—und weiss, dass wir mit ihm alle Rekorde brechen werden." Somit hat Frankreich sich der Ländergruppe angeschlossen, welche weiss, dass sie mit "Dem Patriot" alle Rekorde brechen wird.

"WINGS" VERLAE SST BROADWAY

Paramount's Heldendrama der Luft, "Wings," hat nun wirklich dem Criterion Theatre am Broadway, New York, Valet gesagt, nachdem es dort seit dem 12. August 1927 gezeigt wurde. Das meint, es wurde in diesem Haus ein Jahr und drei Monate (65 Wochen) vorgeführt! Der grosse Presse- und Publikumserfolg "Interference," Paramount's erster 100% Tonfilm, nimmt seinen Platz im Criterion ein.

Display for "The Last Command" at Berlin's UFA-Palast



Splendid display given the Jannings-Paramount picture at this famous German theatre. Note the Paramount Trade Mark under Jannings' name, and mention of "A Paramount Picture" over the theatre's entrance.

A Page of Peppy Paramount Personalities

OUR SYMPATHY

We have just learned, rather accidentally, that the publicity manager of the Argentina Head Office in Buenos Aires, Mr. Guillermo Fox, was some time ago the victim of a serious accident. The mishap had further prevented him from continuing as editor of "Adelante Decima", that bright house organ of the "Gauchos". It is our sincere hope that by now he has completely recovered.

TWO AUSTRALIANS



Charles Gatward

manager of the Customs, Shipping and Censorship Department has been with the Australian Paramount organization practically since its inception, joining it about 1917. In the ensuing years he has

A pair of Aussies who have gone far and have contributed mightily in the progress of the Blue Ribbon Bunch are depicted in this column. Charles E. Gatward,



"Bill" Hurworth

built his present department to a peak of excellence and efficiency unmatched in its class throughout the country. He has, moreover, contributed mightily in the establishment of an effective and cordial liaison between Paramount and the various branches of the Australian Commonwealth Government as to motion pictures.

William ("Bill") Hurworth is Division Manager of District Number One, which embraces the states of New South Wales and Queensland. He also has been with Paramount for more than ten years and has travelled all the way up from the ranks, being salesman, manager and now district manager. He is known to many members of the Foreign Legion of Paramount by virtue of having been a delegate to the famous International Convention of 1925. His energetic work is expected to place Australia over the quota mark by the end of the year.

"AN AMERICAN COMEDY," BY HAROLD LLOYD

Harold Lloyd's life story, written by the star in collaboration with W. W. Stout, has just been published in book form. It makes a most absorbing narrative, affording an even better understanding of the star's comedy characteristics and his undeviating ideals. An autographed copy has been sent to every division manager in the Foreign Legion of Paramount.

SEVEN GREAT PARAMOUNTEERS MEET TOGETHER IN PARIS



Called for a Paris conference by Mr. Shauer in the latter part of last August, these Paramounteers gathered at 63 Avenue des Champs Elysees to settle many matters of considerable moment. Reading from left to right they are: Ike Blumenthal, general manager for Germany and Central Europe; Frank Meyer, general purchasing agent for Paramount;

Adolphe Osso, general manager for France and adjoining territories; John C. Graham, in charge of Great Britain and Ireland, and general European representative; Mr. E. E. Shauer; Melville A. Shauer, Special Paramount European Representative and David Souhami, general manager for Italy, Greece, Bulgaria and Turkey.



PARAMOUNT CONCESSIONAIRE

As a regular feature of every issue of Paramount Around the World we carry on Page 23 a list of all the Paramount offices around the world. But in addition to all of

these offices there are the Paramount concessionaires — film distributors who take out product for a certain contracted territory, and distribute and exploit it—and these men we plan to introduce to you from time to time.

Our first is Mr. G. R. Cole, whose Lyric Film Exchange in Manila, Philippine Islands distributes the Paramount product to all of the film theatres of the group of islands. Mr. Cole is depicted above standing at the entrance to his exchange; and we are happy to point out that Mr. Cole is both proud and astute enough to give an unmistakable display to the Paramount Trade Mark.

LEGIONNAIRE IN HOLLYWOOD

We welcome to the ranks of the Foreign Legion of Paramount, Miss Barbara Bridgeford, who is Secretary to George N. Kates, the Foreign Department's representative in the Paramount Studio in Hollywood. Up until now Miss Bridgeford has been known to us by name only; but we hope to have the pleasure of publishing her photograph in an early issue of Paramount Around the World.



DISTINGUISHED EGYPTIAN VISITS PARAMOUNT STUDIO

Mahmoud Samy Pacha (right), Envoy Extraordinary and Minister Plenipotentiary of King Fuad I of Egypt to the United States, and his wife, were recent visitors at the Paramount Studio in Hollywood. They are shown with Lane Chandler (left) and George N. Kates, the Foreign Department's representative in the Studio.

HANNA OFF TO INDIA

Right now Mark Hanna, new addition to the ranks of Paramount's Foreign Legion is speeding over the ocean en route to India to take up the post of Paramount representative there. Mr. Hanna has for several months past been undergoing a highly intensive course of study of every phase of Paramount's activities in the New York Exchange; but this course of study was considerably lightened by the fact that Hanna has already had seven years of film representation in the Orient, particularly in China and Japan. The best wishes of all Paramount Legionnaires go with him in his new assignment.



Mark Hanna

A HIGHLY EFFECTIVE BRITISH PUN



is highly ingenious, for there are many gags and stunts which have been worked into it; and it is certain that the throwaway, which is the size of a One Pound Note, will certainly not be thrown away until its message has been thoroughly assimilated—and most likely not then. Congratulations to the bright minds that conceived the stunt.

This is a reproduction of a novelty throwaway issued by the Paramount organization of Great Britain to aid in publicising Sir Harry Lauder in "Huntingtower," Paramount's first All-British release. The idea



FRONT PAGE of one of the leading daily newspapers of Paris devoting considerable valuable space to the Pageant-of-the-Seine which we have illustrated elsewhere on this page of Paramount Around the World.

MR. SEIDELMAN ÉCRIT UN ARTICLE IMPORTANT

Il a été publié par ailleurs un article très important dont l'auteur se trouve être Mr. J. H. Seidelman, directeur suppléant du Department Etranger. La demande a été faite que cet article soit traduit dans votre propre langage et publié dans votre brochure. La substance de cet article est un résumé des résultats obtenus jusqu'à présent dans ce "Plus Grand Concours de 1928" avec un sommaire dans lequel l'auteur mentionne que le résultat final de ce concours sera même plus important que l'on pourrait en déduire de présentes indications.

LA FRANCE ACCLAME "LE PATRIOTE" ELLE AUSSI

Au reçu d'une épreuve du Patriote à Paris, Adolphe Osso, Directeur général de la division française ne perdit pas de temps à la filmer. Après l'avoir filmé, Mr. Osso ne perdit pas de temps à envoyer le cable suivant à Mr. Shauer de New York: "Avons filmé 'Le Patriote' et croyons que c'est là le plus grand film que nous ayons jamais reçu. Nous sommes certains que nous dépasseront tous les records avec celui-la." Et ce fut ainsi que la France joignit les rangs des pays qui savent qu'ils briseront tous les records avec "Le Patriote."

TRANSPORT DE FILMS ITALIENS

C'est avec le plus grand plaisir que nous reproduisons par ailleurs dans cette brochure les deux photographies les plus intéressantes démontrant le transport de films en Italie. Le photos du char à film de Sicilie et de la gondole à film de Venise sont des plus fascinantes et nous sommes certains qu'elles provoqueront un intérêt similaire dans toutes les parties du monde. Nous désirons à tous temps obtenir des photographies de ce caractère de toutes les parties du monde et espérons sincèrement que tous les Légionnaires considéreront ces lignes comme une invitation de nous envoyer des photos du même genre.

UN AUTRE CHANGE DANS LE RESULTAT DU CONCOURS

L'espace d'un mois seulement nous apporte des changements notables dans les figures obtenues par les différentes divisions. Tout cela démontre que le concours est bien loin de sa fin jusqu'à présent, car il y a encore deux mois jusqu'à la fin de l'année, et en ces deux mois beaucoup de choses importantes peuvent arriver,—et arriveront.

TROIS PRIX DE CENT DOLLARS CHACUN POUR DES ESQUISSES.

En plus des prix spéciaux de l'organisation Paramount et des prix personnels des vedettes, la Paramount offre trois prix de cent dollars chacun pour les meilleures ébauches ou esquisses d'une plaque, bannière et parchemin, qui constitueront les prix majeurs du concours.

Un Paramountier de la légion étrangère peut gagner ces prix de cent dollars quel que soit sa position, son âge, ou son sexe. Il est permis à chaque entrant de soumettre des esquisses pour l'un ou pour tous les prix et il est permis à la même personne de soumettre autant d'esquisses qu'elle le désira. Il n'est pas nécessaire que les ébauches soient d'un fini rigoureux; nous sommes intéressés dans les idées plus que dans l'image de l'objet à son état fini.

Les esquisses doivent parvenir au Bureau de la Maison Mère à New York vers la fin de l'année, de façon à être jugés par Messieurs E. E. Shauer et J. H. Seidelman au début de janvier. Elles doivent être adressées à Mr. Seidelman.

"Les Ailes," l'épique de l'air Paramount a finalement quitté le Théâtre Criterion de Broadway, New York City après avoir été présenté depuis le 12 août 1927. Ceci veut dire que cette présentation dura 65 semaines ou une année et trois mois. Le film fut remplacé par "Interference" dans ce même théâtre. Ce film est un "film parlant" à 100% qui a été reçu avec applaudissements par la presse et le public.

LA PHOTO DE MONSIEUR SHAUER A UNE GRANDE SIGNIFICATION

Il y a un trait fort significatif dans le photographie de Mr. Shauer assis à un pupitre, reproduite par ailleurs dans cette brochure. Ce portrait fut pris à Paris, et le pupitre à lequel nous vouons le Leader de la Légion Etrangère Paramount assis n'est autre que son ancien et excellent pupitre, gagné par la France dans le concours inoubliable de l'an passé. Il va de soi que la signification de cette photo est trouvée si l'on pense que la plaque ira peut-être à Paris à la fin du concours de cette année—c'est du moins ce qu'en disent les légionnaires français en voyant la Photo de Mr. Shauer prise à son ancien pupitre.



PARAMOUNTEERS OF TUNIS

Here are two of our renowned North African Legionnaires. Seated is M. Andre Valensi, manager of Paramount's Tunis Exchange. Standing is M. Alexis Prieur, in charge of film inspection and despatch.

"LES AILES" GAGNE AU CHILI

Nous sommes fiers d'annoncer que le Chili peut être ajouté au nombre des grands pays dans lequel "Les Ailes" a été présenté et exploité de façon merveilleuse. L'épique de l'air Paramount fut inaugurée à Santiago le 11 Septembre et s'il faut en croire les preuves déjà reçues au Bureau Principal, ce film a reçu un accueil sensationnel. Félicitations à Monsieur del Villar et à ses compagnons de travail.

NOUS PROMETTONS DE VENDRE LE FILM DU POLE SUD PARAMOUNT A L'AVANCE

Nous consacrons une page de cette brochure à une histoire en anglais que nous vous demandons de faire traduire. Cette histoire traite du film Paramount que l'on

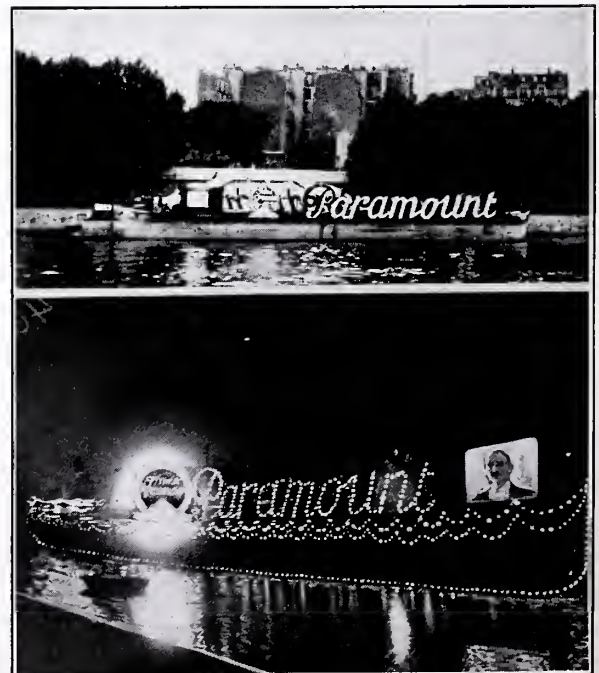
est en train de faire de l'expédition au Pole Sud du commandant Richard E. Byrd par les photographes Rucker et Vanderveer. Nous sommes certains que ce film dépassera 'Chang' comme épique de danger et d'héroïsme personnel et nous savons que nous ne pouvons commencer trop tôt à lui payer un tribut mérité.

Sous l'inspiration de Herman Wobber, qui fut auparavant membre du Department Etranger d'Europe, les vendeurs, chefs de bureau et directeurs de départements et de districts du département domestique Paramount ont été sollicités de promettre d'avance un certain nombre d'acheteurs de ce film. Les réponses dépasseront toute espérance; il s'agit de quelque chose de ce genre que nous demandons de vous dans l'article que nous vous prions de faire traduire. Vous le trouverez par ailleurs.

ANOTHER "PETIT PARISIEN-PARAMOUNT" COUP

Recently the city of Paris held a gala Seine Festival, in honor of the river which flows through the city. One phase of the festival consisted of a swimming race over a course of several miles; another was a night fireworks carnival, with an illuminated barge procession. Here it was that Paramount shone in more ways than one, for not only was the Company's illuminated barge a terrific success, but it gained extensive mentions in the following day's papers, particularly in "Le Petit Parisien."

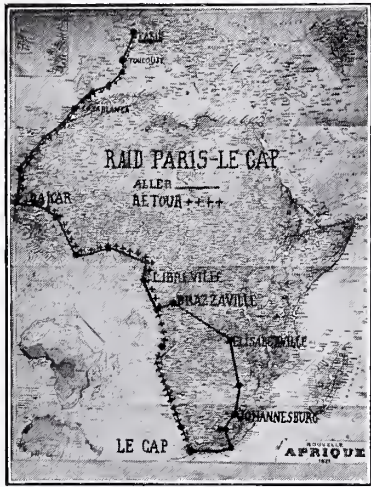
The illustration reveals day and night shots of the Paramount barge. Note that both the name and the Trade Mark were unmistakably prominent, this same applying to the illuminated portrait of Adolphe Menjou. This stunt is indicative of other similar exploitation works which can be effected wherever Paramount pep prevails in the quantities which have been evidenced already in this year's Contest.



THE MEN AND THEIR VALIANT 'PLANE



This is the "Le Petit Parisien-Paramount" 'plane which made the marvelous air journey shown in the map elsewhere on this page. Inset are Messrs. Mauler (left) and Baud, co-pilots of the ship of the air. The 'plane carried four Paramount Trade Marks on its fuselage throughout the trip.



AIR ROUTE. This map of Africa shows the route from Paris to Capetown and back followed by the "Le Petit Parisien-Paramount" 'plane. The criss-cross line indicates the trip south, and the solid line the route back to Paris and fame.

DARBON RESPONSIBLE FOR GREAT FRENCH REPRESENTATION

This issue of Paramount Around the World contains a great wealth of material from France. Much other material from this part of the world had to be omitted because of lack of space. We wish to take this opportunity of paying tribute to E. Darbon, director of Paramount publicity and exploitation in France, who in the first place is responsible for a great many of the original ideas which have been put into practice, and who in the second place has gathered together the evidence of the achievements of his fellow-workers and sent it across for presentation in Paramount Around the World.

AN AFRICAN PARADOX

Up above there is an account of how the French aviators, Mauler and Baud crossed Africa from North to South and return. Yet in all of these thousands of miles of air travel over the jungle they did not see a solitary wild animal, and had to wait until they arrived at Capetown in order to see some animals in Paramount's melodrama of the jungle—"Chang."

UNWAVERING PRIDE IN A JOB WELL DONE

By J. H. SEIDELMAN

Assistant Manager, Foreign Department

The rich vein of prophecy, tapped when it was decided that this year of 1928 should be known as our "Greatest Year!", has led unerringly to the incalculably richer lode of fulfillment. We started out to follow a wonderful lead in the gold mine of Paramount endeavor, and before even the end of the year we find that we have won through to hitherto unattained success.

Two things got us there. The first of these was the Paramount product, without which we could not have even commenced, and which, if it had been anything less than the superb commodity it proved to be, would still have been unavailing. The second was effort—the effort which leads to achievement: herculean effort, tireless effort, an effort wholly unselfish in its aim to have individual endeavors count for the success of all.

Tirelessly—hour by hour, day by day, month by month—you Paramount Legionnaires in all parts of the world have striven, with undeviating fidelity, to give all that was in you in order that the Legion, backed by the perfect product response of our studio staff, might make a wholly accurate truism of the slogan label we bestowed on 1928 as Paramount's "Greatest Year!"

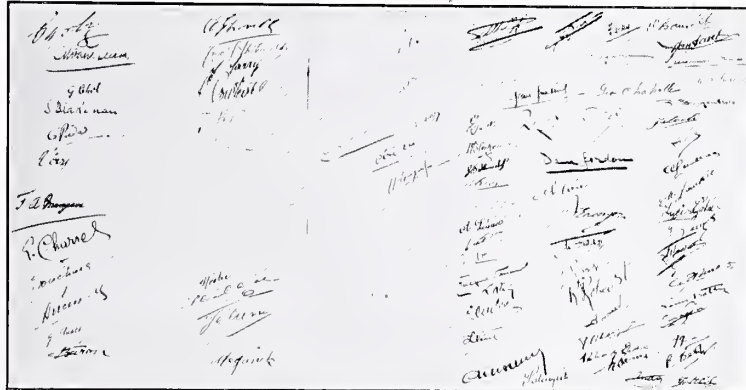
In every quarter of the globe where Paramount has representation we have witnessed fascinating and commendable achievements. A topping of quota here, a startling

EDITOR'S NOTE—This article contains excellent material for translating and using in your local Paramount house organ.

piece of exploitation there, a resolute gesture of good will somewhere else. All contributing chapters in a job of which Paramount's Foreign Legion can already be tremendously proud.

There yet remain almost two full months before this "Greatest Year!" closes its chapters and transfers them to history. Already we have made 1928 our "Greatest Year!". But the fierce enthusiasm which has brought the Legion to this achievement peak has far from exhausted itself; for the indications are such that the remaining weeks of the year will witness such a dazzling burst of speed that other branches of our organization, having endorsed our slogan by adopting it, will find much else in our accomplishments to emulate.

PERSONNEL OF PARAMOUNT THEATRE, PARIS, PLEDGE EVERY SUPPORT TO PARAMOUNT-BYRD SOUTH POLE FILM



A striking pledge, in both French and English, has been received from the Paramount Theatre, Paris for forwarding on to the South Pole expedition of Commander Byrd. The high note of the pledge is struck in the following paragraph:

"Please allow the personnel of the Paramount Theatre of Paris, to present to you their sincerest wishes for complete success in your splendid undertaking. All of us, from the depths of our hearts, are hoping that your efforts for the development of science, will be crowned with glorious success."

The pledge, which came to us through the medium of Andre Ullmann, manager of the Paramount, was accompanied by the autographs which we have reproduced above, and which we are proud to have appear on this page.

EXPLOITATION FRANCAISE PROLIFIQUE

L'on trouvera parsemées à travers cette brochure de nombreux exemples d'exploitation habile et intelligente de procédés bénéficiaires aux films Paramount. Et cependant c'est là une fraction bien minime de tout le matériel reçu a New York de France. Il est bien certain que les légionnaires français ont entrepris une exploitation effective et prolifique avec un courage et une vigueur des plus admirables. Nous ne voulons pas dire par là que des autres divisions n'en ont pas fait autant; mais ce sont les français qui nous envoient de nombreuses preuves de leur travail et ce n'est que lorsque nous connaissons des choses que nous pouvons en discuter.

ON DEMANDE UN TITRE POUR UN FILM DU POLE SUD

Lion pourra voir par ailleurs dans cette brochure un article en anglais demandant des suggestions d'un titre pour le film Paramount qui donnera les résultats de l'expédition du commandant Byrd au Pôle Sud. Le but de cet article est de demander urgemment à tous les Paramountiers d'essayer d'obtenir pour ce film un titre possédant toute la brièveté, la force et la qualité mystérieuse de "Chang." Les suggestions des Paramountiers de toutes les parties du monde seront les bienvenues. Jusqu'à présent il n'y a pas eu d'offre de quelque prix spécial, mais il est bien certain que l'auteur du titre accepté recevra une récompense bien méritée.

NEW POLICY OF LE PARAMOUNT, PARIS

Early in October the regular break of several hours between the afternoon and evening sessions at Le Paramount in Paris, ceased to be a custom and became history instead. This intermission has been put to practical use with the inauguration of an extra session, thus making the policy of the Paramount *continuos* from 1.30 p. m. until 11 p. m. The change was brought about by Melville A. Shauer, general manager of Paramount's European theatres, and its merit is evidenced by the fact that the first week's receipts under the new order smashed the theatre's long-standing record.

Subsequent advices from Mr. Shauer have further confirmed the excellence of the move. Attendances have increased by leaps and bounds, and on several occasions police assistance has been required to handle the crowds. In his latest report to reach Mr. E. E. Shauer in New York, Melville Shauer pays what he states is a most merited tribute to the wonderful support and work of his assistant, "Dick" Blumenthal, Andre Ullmann, manager of the Paramount, and the entire personnel of the theatre.

LE PARAMOUNT'S DIRECTOR OF PUBLICITY AND ADVERTISING

In addition to his duties as executive assistant to Melville A. Shauer, R. M. "Dick" Blumenthal has been temporarily appointed director of publicity and advertising of Le Paramount Theatre, Paris. Up to this point the work had been done by E. Darbon, who also carried on the work of publicity and advertising for the French Department of Distribution, and the advices to hand show that he did a marvelous job. However, pressure of the Distribution Department's work called for his exclusive services, so "Dick" Blumenthal is carrying on Le Paramount's publicising pending the appointment of a new man to the post.

"AZAS" FAZ GRANDE SUCESSO NO CHILE

Segundo as ultimas noticias recebidas da capital chilena, sabemos haver alli conquistado um successo brutal o super-film "Azas" da Paramount. O grande film epico foi estreado em Santiago a 11 de setembro ultimo, sendo recebido pela imprensa local com as mais altas provas de entusiasmo. Parabens ao Sr. Benito del Villar, esforçado e intelligente director geral daquelle territorio.

O TRANSPORTE DOS FILMS NA ITALIA

Com prazer publicamos nesta edição duas photographias por demais curiosas, as quaes se referem ao transporte dos films na Italia. Em uma dellas vê-se authenticamente a especie de carro primitivo ainda hoje usado na Sicilia para levar as pelliculas da agencia ao exhibidor do interior. A outra gravura se refere ao transporte dos films por agua...mas desta vez sobre uma gondola, porque isso já se passa em Veneza.

Temos grande interesse em publicar photos desta natureza, e portanto, quando qualquer dos amigos obtiverem photographias typicas, mostrando algo de novo sobre o transporte de films ou outros aspectos geraes acerca das nossas pelliculas, com muito gosto as publicaremos.

O SUPER-FILM "AZAS" DEIXA A BROADWAY

"Azas," o grande film epico, o grande successo Paramount, deixa por fim o cine-theatro Criterion da Broadway, depois de haver alli permanecido durante 65 semanas consecutivas, ou seja desde 12 de Agosto de 1927. Na tela do Criterion corre agora outra produção grandiosa—"Delicto Salvador" (Interference), que é a primeira pellicula inteiramente volcalizada feita pela Paramount.

"ALTA TRAIÇÃO" EM UM TELEGRAMMA DE PARIS

Um dia destes, recebeu Mr. Shauer um telegramma de Paris. O despacho provinha da agencia da Paramount na capital franceza. Era de Mr. Adolphe Osso, e se referia ao film "Alta Traição." Eis o despacho: "Acabamos de ver 'Alta Traição' e cremos ser este o mais perfeito trabalho de interpretação que já vimos. Temos toda a certeza que com esta pellicula iremos bater todos os "records" de bilheteria."

E assim, reune-se a França ao batalhão de admiradores do sumptuoso trabalho de Jannings e Ernst Lubitsch.

GERMAN HEROINE OPPOSITE CHEVALIER

Paramount has imported a German heroine to play opposite Maurice Chevalier—in his first American talking picture, "The Innocence of Paris." Her name is Dita Parlo.

American picturegoers will have an early opportunity of seeing Miss Parlo for she is starred in "The Homecoming" a UFA production filmed under the supervision of Erich Pommer, which is to be released in America by Paramount. "The Homecoming" will be the feature at the Paramount Theatre, New York, on November 17th.

NOVAS ALTERAÇÕES NOS APURADOS GERAEIS DO CONCURSO

Tão pequeno embora como seja o espaço de um mez, temos já no tempo decorrido observado varias alterações nos apurados geraes do concurso deste anno. Isso, entretanto, não marca ainda o termo final do concurso; ha ainda dois mezes para a sua encerração, que é tempo de sobra para que os valentes competidores dessa "corrida de victoria ou derrota" se esforcem para levar á meta a sua bandeira triumphante.

PRECISA-SE DE UM TITULO PARA O FILM DA EXPEDIÇÃO POLAR

Em outra secção deste numero da nossa revista, publicamos um appello, em inglez, feito pelo nosso departamento, afim de conseguirmos um titulo para o film que documentará a expedição Byrd ao Polo-Sul. O fim desse appello é para que todos os paramountezes se esforcem por obter um titulo que seja a um tempo attrahente, explicativo, curto, e que participe dessa mysteriosa curiosidade que nos despertava "Chang," por exemplo. Esperamos que os paramountezes de lingua portugueza—como fal-o-hão os de todo o mundo—nos remetam suas suggestões. Por enquanto não ha nenhum premio offerecido, mas estamos certos de que o autor do titulo acceito será de alguma fórma recompensado.

O ESPIRITO FRANCEZ NA PUBLICIDADE DOS FILMS PARAMOUNT

O leitor encontrará por dentro desta edição um grande numero de illustrações de varios aspectos usadas ultimamente na propaganda de nossos pelliculas na capital franceza. Essas gravuras dão-nos bem a prova provada do grande esforço artistico dos legionarios francezes afim de trazer os olhos do publico sempre occupado com alguma cousa vistosa—o que, no caso, é sempre um anuncio da Paramount. Sem desmerecermos no trabalho dos outros centros de actividades no estrangeiro, cumprenos saudar o nossos amigos francezes pelo seu esplendido trabalho de vulgarização dos nossos assumptos.

UM RETRATO DE MR. SHAUER DE GRANDE SIGNIFICAÇÃO NO ESTRANGEIRO

A gravura que publicamos em outra parte desta edição, que representa Mr. Shauer em sua carteira, tem especial significação no estrangeiro porque nos faz lembrar um dos principiaes premios offerecidos pela Paramount aos vencedores do concurso do anno passado. A photographia que nos serviu de original foi feita em Paris, durante a ultima visita de Mr. Shauer áquella poderosa divisão do departamento estrangeiro.

No concurso deste anno, quanto não queiramos lançar nenhuma prophécia, é bem possivel que os legionarios francezes nos dêem mais uma surpresa, conquistando o primeiro premio.

UM IMPORTANTE ARTIGO DE MR. SEIDELMAN

Em outra secção do "Paramount Around the World," publicamos um importante artigo de Mr. J. H. Seidelman, assistente do director do nosso departamento estrangeiro. Para conveniencia dos nossos amigos de Portugal e do Brazil, será esse artigo traduzido e publicado pelo "Mensageiro Paramount." O artigo em questão trata do presente concurso de 1928 e portanto a leitura dos comentarios feitos por Mr. Seidelman torna-se desde logo assumpto de capital interesse para todos os paramountezes.



WHO?

It is more than probable that you would guess for quite a long while before arriving at the identity of the man shown above. But the fact of the matter is that it happens to be Richard Arlen in the role he plays in "The Four Feathers," one of Paramount's outstanding epics now being made for 1929. Arlen carries this disguise for

MAIS UM THEATRO DA PARAMOUNT NO EXTRANGEIRO

Em a noite de sexta-feira, 19 de Outubro ultimo, o nosso departamento estrangeiro assumiu a direcção de mais um espaçoso e bello theatro: o "China Theatre" de Stockholm, Suecia, cuja inauguração teve logar com um faustoso espectáculo de gala a que compareceu Mr. Melville A. Shauer, gerente geral dos theatros Paramount na Europa. Mr. Carl P. York, gerente da Paramount na Suecia, tomará tambem a seu cargo a gerencia da nova casa.

A ITALIA APPLAUDE O NOME DA PARAMOUNT COMO PRODUCTORA DE "AZAS"

Em duas das paginas desta edição, publicamos testemunhos photographicos da original e extraordinaria apresentação de "Azas" na Italia. Essa exhibição teve logar no aerodromo italiano de Roma. Deante de uma escolhida assembleia official, aviadores e auctoridades representativas, em pleno campo de aviação, realizou-se a estreia da estupenda pellicula Paramount, que foi louvada pelos presentes como pela imprensa em geral.

A EXHIBIÇÃO DE "AZAS" NA HESPAHHA

Um dos despachos telegraphicos de maior importancia destes ultimos dias, foi a mensagem especial na qual Mr. Messeri, gerente geral da Paramount na Hespanha e Portugal dava a Mr. E. E. Shauer a noticia da solemne estreia de "Azas," o grande film de aviação de que todo o mundo tem ouvido falar. Esse grande evento teve logar no Avenida Theatre de Barcelona, estando presentes todos os aviadores nacionaes que se achavam ao alcance de um convite.

O film despertou grande entusiasmo em todos os presentes, sendo louvado pelos criticos com rasgados e justos elogios.

about half of the picture's length; but in the beginning and in the end he appears without it.

A

MARCHA NUPCIAL

BREVEMENTE

Paramount Film, N.Y.

PRÓXIMAMENTE

LA MARCHA NUPCIAL

Paramount Films, S.A.

Strikingly effective one-sheets produced by O. R. Geyer's foreign publicity department in New York, and shipped to Spanish- and Portuguese-speaking countries to aid in the exploitation of Erich Von Stroheim's Paramount production, "The Wedding March."

PARAMOUNT ORGANIZES BASEBALL CLUB IN SYDNEY, AUSTRALIA

Possibly with the idea of more adequately interpreting the number of baseball pictures which reach that country, but more probably with the idea of indulging in a healthy and zestful sport, Paramounteers in Sydney, Australia, formed the Paramount Baseball Club.

At the first meeting, Mr. John W. Hicks, Jr., was elected Patron. John E. Kennebeck was appointed coach, Hermann E. Flynn and Otto Doepel were appointed delegates.

When last advices came to hand, the following Paramounteers had become members of the club: Otto G. Doepel, H. E. Flynn, J. E. Kennebeck, Leonard Peuleve, Harold Stanley, Len Jones, J. Ward, E. Wang, William Blood, Harold Pike, Jim Flannery, M. Lovett, Bert Matts, Jack Taylor, William Wyley, J. Mulholland, Roy Howard, Tom Hurney and J. Palise.

SAID MR. C. C. MARGON TO MR. E. E. SHAUER
(Being a note from Mexico)

As you know, our receipts for August broke every record since this office was established; but that is only half the story as October will even exceed those figures and give us a new mark to shoot at.

We are hitting the ball as hard as we can to win the Contest, and from present indications we believe we have a real chance. Of course, all is not smooth sailing; but we are not smooth water sailors and a choppy sea does not upset us.

ness of the man who so successfully gave "Wings" its sound effects when Paramount's epic of the air was presented at the Carlton Theatre, London. Our hope has been realised, for we now present to you this esteemed Paramounteer—Major Charles Bell, O B E—whose electrical skill and inventive genius were utilised to such good effect that it is his same system which is being employed so effectively in the various presentations of the picture in Europe.

SPAIN LINKS UP WITH THE WORLD WIDE TRIUMPH OF "WINGS"

Another memorable date added to the "Wings" calendar is that of October 12th, for it was on this day that Paramount's epic of the air commenced its conquest of Spain. This information is gathered from the following peppy cablegram sent to Mr. Shauer.

"Wings" opened here yesterday. Avenida Theatre sold many days S.R.O. in advance. Words fail me in describing the enthusiasm of public and press, both of which voice unanimous praise. Majority of Spanish aviators are attending every session. Picture smashing all previous box-office records." (Sgd.) M. J. Messeri.

"SLOGANS"—A Paramount Studio News Editorial

(From issue of October 4th, 1928)
Slogans are highly useful things when they are backed up by facts.

For years, Paramount has stressed the phrase in its national advertising—"If it's a Paramount Picture, it's the best show in town."

It has proved to be one of the greatest institutional slogans ever devised, because it is true.

Now Paramount is launching another great catch-line: "1928-29, Paramount's Greatest Year"

This, too, is destined to take its place among the truly effective advertising slogans of all time because it will come true.

Making it come true is partly the task of the production department. And the production department is all of us in this big plant.

On the first page of this issue of the Studio News, B. P. Schulberg pledges the support of the studio in making this year "Paramount's Greatest Year." His pledge is not an empty phrase; it is an actual promise, on behalf of all of us, to do our part in making the new slogan a reality.

If Paramount is to have the greatest year in its long list of brilliant seasons, it will be because the production department has turned out the greatest collection of box office triumphs in the history of the organization. And it is up to this portion of the organization to see that these pictures are just what they promise to be—



AUSTRALIA. Sick children in a Melbourne hospital playing with some of the model 'planes received during the "Wings" aeroplane-building contest conducted while "Wings" was at the Capitol Theatre. The contest produced 222 'planes in all—the majority of which were later distributed at the request of the builders.

B. P. SCHULBERG ENDORSES SLOGAN

"1928-29—Paramount's Greatest Year."

Born of accomplishment, pledging the future, this new slogan is blazing its way across the printed page in every language used by man—pledging to the entertainment-loving millions on every continent that "The Best Show in Town" will go on and on.

"Paramount's choice of that slogan is an emblem of confidence in Jesse L. Lasky, the production department and this studio," said B. P. Schulberg today. "Even more, it is an obligation which this studio accepts. Only great pictures can make a great year. Every man and woman of the many hundreds at work in this studio will support me and will do all that is humanly possible to make it 'Paramount's Greatest Year.' I am confident and proud."

It is fitting that this issue of Studio News be dedicated to the slogan: "1928-29—Paramount's Greatest Year!"

AUSTRALIA ENDORSES THE POWER OF PARAMOUNT POSTERS



Nothing more potent than this picture should be required to further assure you that Paramount posters have a wealth of attention-attracting merit the world over. This glimpse is from the exterior of Sydney's lavish atmospheric theatre, the Capitol,

where Paramount pictures have more than eighty per cent of the theatre's playing time. The house has three twenty-four-sheeter boards and these are customarily occupied, as the photo shows, with posters for three Paramount pictures.

truly great entertainment. Keeping a promise, such as is implied in the new slogan, is not the work of a single individual. It is a composite task that will call out the best in everyone, from stars to laborers—directors to extras.

It's a big order to fill. But the public believes in Paramount and the company will deliver.

Are you following the oft-given and very excellent advice of keeping an active file on information relating to Sound and Dialogue Pictures?



FAIR FILM LADIES

Here are the girls, in their snappy blue and gold Paramount uniforms, who see that film leaves the Sydney (Australia) exchange in perfect condition. In the back row, from left to right, are Misses F. Smith, F. Fuller, Edie Ralphs, Catherine O'Reilly. In the front row are the Misses E. Powell, B. Currie, M. O'Reilly and Vera Allen.



THE MAN WHO SOUNDED "WINGS" IN LONDON

Some months ago we carried the hope that we might one day have the privilege and the pleasure of presenting in these pages the like-



ja

Evelyn Brent

Josef von Sternbergin nerok-
kaassa elokuva-uomassa

Viimeinen määräys

Suurelokuva tämän sanan todellisessa merkityksessä . . . valtaa, viehättää, säikähdyttää ja ihmetyttää . . . Elokuva, jota ei koskaan unohda.

"Svenska Dagbladet" kirjoittaa: "Viimeinen määräys on elokuva, jonka jokaisen, joka on mieltynyt puheettomaan taiteeseen, ehdottomasti tulee nähdä. Se on ote elämästä ja se elää kuten elämä, josta se on lähtöisin

Ensi-esitys maanantaina

CAPITOL'issa



X40859

"THE LAST COMMAND" IN FINLAND

Every day we learn something new and interesting about this great Foreign Legion of Paramount to which we all belong. We now learn from Mr. C. A. Harry Hammar, who is the Paramount representative in Finland, that all pictures released in that country have Finnish and Swedish names. So "The Last Command," which was released at the Capitol Thea-

HOW PARAMOUNT NEWS COVERED THE ARRIVAL OF THE "GRAF ZEPPELIN" IN NEW YORK

Here's another stirring story of Paramount News achievement—another glorious incentive for all parts of the world to keep The Eyes of the World right where this Paramount Short Feature belongs—on Top of the World. Emanuel Cohen's detachment of daredevils, operating under all manner of hardships, in all manner of climes, and in the face of the fiercest opposition, are doing incalculable good in securing for us the Paramount News product for distribution. It is severely up to us to match their efforts in a manner which will not only acknowledge their achievements, but will stir them to still greater efforts.

In the face of competition that had paid thousands of dollars to "sew up" the flight of the Graf Zeppelin to America, Paramount News threw out a drag net of fourteen cameramen and seven airplanes, picked up the big dirigible as soon as she struck the coast of America and came through with not only the most complete pictures of the event but also with the first film to reach Broadway.

Emanuel Cohen, editor of Paramount News, in describing the story explained: "We went after the exclusive picture rights of the flight but found that they were being held at a price out of proportion to the picture values of the story. We decided therefore not to buy but to get the story just the same by careful planning. Months before the flight our men in Germany were hard at work on the preliminary pictures and once the Zeppelin left Europe our tie-up with the Associated Press kept us momentarily informed.

"We had four cameramen under our assignment editor, Sydney H. MacKean, stationed at the Lakehurst hangar with two airplanes. We had six cameramen, one sea-plane and one amphibian plane located at strategic points around New York City. We had the use of a telegraph line that the Associated Press managed to get running from New York City directly to the landing field at Lakehurst which permitted the quick rearrangement of our plans.

"When the Zeppelin was reported in distress off Bermuda we had Beeland, of our Atlanta office, on the airfield with a fast plane ready to strike for either Charleston or Florida as disaster might threaten. Denton of our Washington office, was rushed on board the cruiser

tre, Helsingfors, on September 24, bore the titles of "Sista Kommandot" (Swedish) and "Viimeinen Maarays" (Finnish). We have reproduced above the large single column advertisement which appeared in the "Helsingin Sanomat" and printed in its Finnish text is portion of a tribute paid the Jannings-Paramount picture by the "Svenska Dagbladet" of Stockholm: "Everybody, interested in the silent art, must absolutely see 'The Last Command.'"

Detroit which waited with steam up at Norfolk to go to the dirigible's assistance if necessary. Drelling, of Philadelphia, was waiting at Cape Henry to pick up the dirigible as soon as it passed over land.

"As the dirigible progressed up the coast we caught it at Washington, securing airshots of it as it appeared and disappeared in the clouds above the Capitol. This film was at once shipped to New York by Wright in a fast plane. Cuthbertson of the Lakehurst squad flew as far south as Baltimore to accompany it up the coast, while Geiskop, once it was over New Jersey, trailed it with the second Lakehurst plane. As soon as it reached New York, Fernstrom of Greenly Island fame, and Hutt, made some striking air views from their two planes while four other cameramen worked from carefully chosen roof locations. Even before the dirigible reached New York however, our first film from the south had arrived by plane. At Miller Field the shipments were transferred from the land planes to the amphibian which in turn dropped down into the river by the Laboratory.

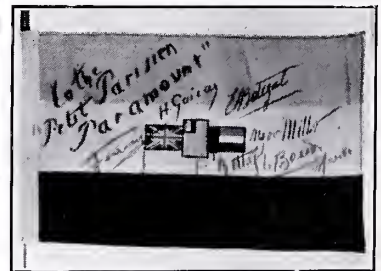
"While we came through first and in perfect shape it was only as a result of the hardest and most nerve racking work on the part of the entire Paramount staff. During the forty-eight critical hours in which the story was in doubt the entire laboratory was on call. Every cameraman ate, slept, in fact lived at their locations or beside their planes. At Lakehurst roads were blocked and all food was quickly exhausted by the thousands of waiting sight-seers and one of the planes had to be used to bring food from nearby towns for the men, while at the laboratory both Saturday and Sunday nights a dozen men could have been found sleeping on couches, desk tops or beside telephones."

NOTE. In keeping with what has now become a customary happening, this item was given world distribution with such rapidity and efficiency that in the majority of cases Paramount News "scooped" all of the other news reels. This is a thought that you can well bear in mind all of the time—in 99 times out of a hundred, the Eyes of the World "scoop" the World!



FRANCE IS FIRST WITH A TRADE MARK TIE

We had always heard of the Paramount Trade Mark as a tie that binds the Paramount organization together; but it remained for the French organization to actually show the Paramount Trade Mark in the form of a tie. Here it is, the Paramount Trade Mark tie, actually being worn by a member of the Home Office staff in New York. The tie is a Parisian creation, and it is our belief that that energetic exploiter, M. Darbon, secured this publicity coup.



A FAMOUS FLAG

A flag combining the Union Jack, the South African Flag and the flag of the French provinces donated to the celebrated French aviators, Mms. Mauler and Baud on the occasion of their memorable "Le Petit Parisien-Paramount" flight from Paris to Capetown and return. The flag was presented by M. Fourie, gov. gen. Cape province.

The signatures on the flag are those of Mm. Fourie, H. Goiran, consul general of France at Capetown; E. Batezat, consul of France at Capetown; Major Miller, aviator, Deputy of the Cape Province; Colonel Bettie, president of the Flying Club; and Baud (navigator) and Mauler (pilot) of the 'plane.

BELOFTES OM PARAMOUNT'S ZUIDPOOL FILM VOOR TE VERKOOPEN

Wij besteden een geheele afzonderlijke bladzijde aan een Engelsch artikel, dat vermoedelijk op ons verzoek voor U vertaald zal worden. Het handelt over de Paramount film, welke door onze fotografen Rucker en Vanderveer gemaakt wordt van Commander Richard E. Byrd's Zuidpool expeditie. Deze film zal ons insziens zelfs 'Chang' overvleugelen, wat spanning, persoonlijken moed en gevaren aanbelangt en wij weten ook, dat met de exploitatie dezer film nooit te vroeg begonnen kan worden.

In de binnenlandsche afdeling van Paramount hebben Divisiefchefs, verhuurders, Afdelingschefs e.a. het verzoek ontvangen om op voorbeeld van den Heer Herman Wobber, die vroeger in de buitenlandsche afdeling in Europa werkzaam was, beloftes te maken aangaande het aantal exploitanten, aan wie zij deze film zullen verkoopen. Het antwoord was overdonderend. In dezen geest is ook ons artikel gesteld, hetwelk voor U op ons verzoek vertaald zal worden. U kunt het op een andere pagina in deze editie vinden.

"VLAMMENDE VLEUGELS" WINT IN CHILI

Het doet ons Paramount hart gevoelen te kunnen aankondigen, dat Chili thans deel uitmaakt van de reeks landen, waar "Vlammende Vleugels" op meesterlijke wijze geëxploiteerd wordt. De groote Paramount vliegfilm werd op 11 September voor het eerst in Santiago vertoond en afgaand op de door het Hoofdkantoor ontvangen berichten, moet de film daar wel groote sensatie verwekken. Onze felicitaties voor den Heer del Villar en diens dappere medewerkers.

HOE "DE PATRIOT" IN FRANKRIJK ONTVANGEN WERD

Dadelijk toen de Heer Adolphe Ossso, Algemeen Directeur der Fransche Divisie een copie van de Paramount film "De Patriot" ontving, liet hij deze terstond vertoone. En toen hij de film eenmaal had gezien, greep hij een telegramformulier en zond het volgende telegram aan den Heer Shauer:

"Heb De Patriot gezien en geloof, dat het de best gespeelde film is, die wij ooit hebben geproduceerd. Overtuigd van record succes."

En hiermede heeft Frankrijk zich derhalve aangesloten bij de lange reeks landen, die met "De Patriot" alle bestaande records hopen te kunnen slaan.

EEN TITEL GEVRAAGD VOOR DE ZUIDPOOL-FILM

Elders in dit blad kunt U een Engelsch artikel vinden, waarin wij alle Paramounters verzoeken hoofdtitels in te zenden voor de Paramount film van Commander Byrd's Zuidpoolexpeditie. De titel moet kort, krachtig en geheimzinnig klinken. Een titel, als bv. 'Chang'. Hoewel er nog geen prijzen uitgelooft zijn, verwachten wij inzendingen van Paramounters uit alle hoeken der wereld, want het is zeker, dat de inzender van den winnenden titel een toepasselijke belooning zal ontvangen.

BETTER DESIGNS ARE WANTED FOR THESE THREE PRIZES



One, two or three Legionnaires, somewhere in the world, will win fame and financial fortune with designs for the three major prizes in the 1928 "Greatest Year!" Contest. The designs reproduced above are simply rough sketches to give a scant impression of what is desired. In the centre is the Plaque, which will be the first prize, the second prize banner is at the left, and the other illustration is of the third prize parchment. Every Paramount Legionnaire is eligible to try for the prizes, which are One Hundred Dollars in cash for the winning design for each of the three contest prizes. It will be possible for one Legionnaire to win one, two or all three of the cash prizes. Designs should reach New York before the end for the year, addressed to Mr. Seidelman. The entries will be judged by Mr. E. E. Shauer and Mr. Seidelman. Announcements of the winners will be made very early in Nineteen Twenty-nine, and the cheques paid over simultaneously.

DOELMATIGE FRANSCH E EXPLOITATIE

In deze oplaag zijn hier en daar bewijzen te vinden van de uiterst doelmatige exploitatie methode der Franschen, welke den Paramount films ten goede komen. En toch is dit slechts een geringe percentage van al het Fransche exploitatie materiaal, in New York uit Frankrijk ontvangen. Het is een onloochenbaar feit, dat de Franschen met pit, kracht en durf alles uit hun effectieve exploitatie halen, wat er uit te halen valt. Wij willen daarmee niet zeggen, dat andere Divisies hierin tekort schieten, maar de Franschen zijn het, die ons de bewijzen sturen van hun werk en alleen dan, als wij de overtuigende bewijzen in handen hebben, kunnen wij er over schrijven.

DE GROOTE BEDOELING ACHTER DE FOTO VAN DEN HEER SHAUER

Het portret van den Heer Shauer, aan zijn lessenaar gezeten, hetwelk wij elders in dit blad afbeelden, heeft een veelzeggende bedoeling. De foto is genomen in Parijs en de lessenaar, waaraan de Leider der Buitenlandsche Afdeling van Paramount gezeten is, is niets meer of minder dan zijn vroegere oude getrouwe schrijftafel, thans gewonnen door de Franschen in de onvergetelijke campagne van verleden jaar. De bedoeling is natuurlijk, dat het niet onmogelijk is, dat het plakkaat aan het einde van het loopende jaar óók in Parijs belandt... tenminste dat is volgens de Fransche Paramounters de reden, waarom de Heer Shauer zich aan zijn lessenaar gezeten, in Parijs heeft laten fotografeeren.

FILM TRANSPORT IN ITALIE

Het doet ons buitengewoon gevoelen in deze editie twee foto's te kunnen reproduceeren van de ouderwetsche manier, waarop films in Italië vervoerd worden. De foto van den filmwagen in Sicilië, zoowel als die van den filmgondel in Venetië zijn boeiend en interessant. Wij zijn er zeker van, dat zulke foto's overal geapprecieerd worden. De redactie van dit blad is happig op zulke snapshots en wij hopen dat dit een aansporing moge zijn voor elken Paramount, om dergelijke origineele foto's in te zenden.

BARRIE'S "HALF AN HOUR" NEXT ALL-DIALOGUE PARAMOUNT PICTURE

One of the stage's finest plays, Sir James M. Barrie's, "Half an Hour," has entered production as an all-dialogue picture on the Paramount West Coast sound stages, with a brilliant cast of stage trained players enacting the leading roles.

Ruth Chatterton, H. B. Warner, Robert Edson, Ethel Wales, John Loder and Joyce Marie Coad, all noted for outstanding work on the stage and screen, head the group of players portraying Barrie's forceful characters on the audible screen.

"Half an Hour" is being directed by William C. de Mille, pioneer film director, playwright and author. Mr. de Mille himself prepared the continuity and the entire facilities of the sound stages are being utilized to the fullest extent.

Work on "Half an Hour," which is Paramount's second all-dialogue film, commenced immediately upon completion of the talking sequences of "Interference," which will be presented on Broadway soon.

DE HEER SEIDELMAN SCHRIJFT EEN BELANGRIJK ARTIKEL

De Heer J. H. Seidelman, Onder Directeur der Buitenlandsche Afdeling heeft een hoogst belangrijk artikel geschreven, hetwelk elders in dit blad afgedrukt is. Wij hebben verzocht dit artikel voor U te laten vertalen zoodat U het in Uw eigen taal in Uw plaatselijk orgaan kunt lezen. Het artikel is voornamelijk een overzicht van hetgeen de divisies tot op heden in het "1928-het-grootste-jaar" hebben gepresteerd, alsmede een opsomming der factoren, die hem doen gelooven, dat het resultaat van hetgeen dit jaar bereikt wordt, van veel grooter invloed is, dan ooit tevoren.

DE STAND DER 1928 COMPETITIE IS WEER VERANDERD

Zelfs in het korte tijdsbestek van een enkele maand heeft de competitie stand der verschillende divisies wijziging ondergaan. Hetgeen genoegzaam bewijst, dat de wedstrijd nog op lange na niet over is, want wij hebben nog twee maanden voor de borst voor het einde van het loopende jaar en in die twee maanden kan veel gebeuren—en zal veel gebeuren.

"VLAMMENDE VLEUGELS" VERLAAT BROADWAY

Paramount's luchtdrama "Vlammende Vleugels" heeft het Criterion Theater, aan Broadway, in New York verlaten, waar de film sinds den 12n Augustus, 1927 vertoond werd, met andere woorden een onafgebroken speeltijd van een jaar en drie maanden (65 weken). De film heeft plaats gemaakt in het Criterion Theater, voor de eerste Paramount 'talkie' getiteld 'Interference', een film, die wijd en zijd door publiek en pers geprezen wordt.

Boom in Short Features

It can be stated not only with reliability, but also with a great degree of pride and happiness, that there has occurred what is literally a 'renaissance' in the interest and energy being directed towards the sale and distribution of the Paramount Short Features. Enthusiastic reports of sales and popularity are flowing in from all parts of the world. Determined efforts and skilled advertising are reaping their rewards. And now all of the world which counts knows that the one and two-reel Paramount Short Features are an integral and vital part of the Best Show in Town.

And you who are responsible for this very fine state of affairs must know that your efforts will find adequate reflection in the ultimate standing of your Division when the crucial moment comes for the announcing of the prize winners in this 1928 "Greatest Year!" Contest.

"INTERFERENCE" FIRST PARAMOUNT ALL TALKING PICTURE

Paramount's first all talking picture will be the sensational stage play "Interference," the first Broadway success to be transferred to the screen with one hundred per cent spoken dialogue.

Although the synchronization of this production has been under way for the past four weeks at the company's Hollywood studios, plans to release it with complete spoken dialogue from beginning to end were not revealed until Jesse L. Lasky announced this decision of home office and Hollywood executives.

"The bringing of this famous British stage play to the screen as an all talking picture is one of the most significant steps Paramount has even taken," says Jesse L. Lasky, "With a full one hundred per cent synchronization with the human voice in dialogue and with natural sound effects resulting from the action of the play, 'Interference' is destined to become a production of historical import in years to come. I regard it as one of the outstanding important films of the year and I base this statement not upon conjecture but upon synchronized scenes that have already been made. For sheer drama, gripping and realistic, the sequences I have already seen are unequalled."

"Interference," with full dialogue, is being directed by Roy J. Pomeroy and dialogue scenes were arranged by Ernest Pascal, from the Pertwee-Dearden play. The all talking picture is based on the Lothar Mendes production.

Harold Hurley Promoted to Paramount Production Department

Harold Hurley, formerly assistant to Arch Reeve, Paramount's West Coast publicity director, will be given an opportunity to demonstrate his ability in the production department, according to an announcement just made by B. P. Schulberg, general manager of west coast production.

Hurley, who was born in England, has been identified with motion picture publicity in both the studio and theatre fields for the past decade. In the future he will serve as assistant to B. P. Fineman, associate producer.

PRINCIPAL CHARACTERS SELECTED FOR "CARNATION KID"

With the signing of Francis McDonald Al Christie has completed the cast of principal supporting players for Douglas MacLean, star of "The Carnation Kid," Christie's first feature production with dialogue and music accompaniment which Paramount will distribute.

Playing opposite MacLean will be Frances Lee. The other important feminine part will be played by Lorraine Eddy, who came to Christies from musical comedy engagements and who, as well as Frances Lee, has registered remarkably in vocal and screen tests conducted recently by E. Mason Hopper, who will direct the production.

PARAMOUNT BUILDING FOUR NEW SOUND STAGES

Ground has been broken for immediate construction of four new sound stages, augmenting the sound producing facilities at the Paramount Hollywood studios, Jesse L. Lasky announces.

"Paramount's new sound stages will have every facility for the production of pictures synchronized with the human voice and with sound effects," Mr. Lasky declared. "Acoustically and electrically they represent the genius of the greatest scientific minds of America. It was only after a very careful appraisal of all the elements entering into the production of sound films that plans for the new stages were drawn. Our experience in this work dating back two years when "Wings" was synchronized and more particularly during the past four months while recording the human voice in several pictures, has resulted in a degree of perfection on the present sound stage that will now be possible on the new ones."

Each of the new stages will be seventy feet wide and one hundred feet long and will be constructed of special materials designed to prevent all extraneous sounds and noises and eliminate echo and resonance within the stages.

PARAMOUNT SIGNS NEW EUROPEAN LEADING MAN

In an unheralded search that has covered ten countries of Europe, Paramount has discovered a new screen personality in Robert Castle, whose twenty-three years have been more colorful than the roles he will play on the screen. Following his arrival in Hollywood recently, Castle was signed to a long term Paramount contract.

Castle was found in Vienna by one of Mr. Lasky's representatives during a year's scouting trip through Europe in a search for new screen faces.

"Robert Castle is one of the most handsome and romantic appearing men I have ever seen," said Mr. Lasky, "and his presence in our future productions will bring to the screen a new and decidedly strong personality. Despite his Teutonic origin, he may be classed as a true modern type and I predict a brilliant future for him."

Castle is the third European leading man to be signed by Paramount during the past four months. While abroad Mr. Lasky signed Maurice Chevalier, one of the idols of the French stage, and Captain John Loder, an English youth with a glamorous background of adventure. During the World War Castle was a First Lieutenant, following which he turned writer. He is the author of two novels and a number of magazine stories. Later he turned stage director and scenarist. Conrad Veidt gave him his first chance to act in pictures and he made so much of it that he was starred in his first Continental picture effort.



BREAKING GROUND FOR MAKING SOUND pictures. Scene at the ground-breaking ceremonies at the Metropolitan Studios in Hollywood where prominent independent producers are to make their sound and dialogue pictures. In the front with the shovels are, reading from left to right: Douglas MacLean, Al Christie, Harold Lloyd, Charles Christie and Howard Hughes (producer of "The Racket" and "The Mating Call"). Lloyd and MacLean started pictures next day.

"WINGS." The German Division claims that the season of "Wings" in Berlin will eclipse every other season of the picture in the world to date. It's going to be interesting watching them make good on the claim. They have already lined up a marvelous campaign, produced some superb ad sales, and seem set to stir the world to enthusiasm.

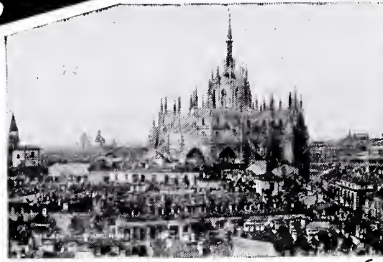
SOME OF THE CITIES



A



B



C



D



E



F



G



H



I

TO WHICH THE PRIZES MAY GO

Nine more cities—any one of which can win the first prize in the 1928 "Greatest Year!" Contest; and several of which can participate in some of the several prizes offered. We don't have to stress the eagerness of all of these cities to participate, but we can at least identify the cities that we give glimpses of above.

(A) is Turin, one of Italy's beautiful centres, where the Paramount interests are watched by Arturo Ambrosio, manager of the local exchange. (B) is Stockholm, headquarters of Carl P. York's Scandinavian Vikings, scene of many

record-breaking achievements, and location of the new China Theatre mentioned elsewhere in this issue. (C) takes us back to Italy, to Milan to be more specific, where the Paramount activities are headed by Count Edoardo Micheroux de Dil-

lon, local branch manager. (D) carries us right down to Brisbane, capital of the state of Queensland, Australia, where the local Paramount office, under the management of Alfred Carmichael, covers perhaps a larger territory than any other individual Paramount office in the world. (E) is a glimpse of Cordoba, in the Argentine land of the Gaucho, where Carlos Flaherty is manager of the local peppy Paramount exchange. (F) is Bologna, another of Italy's famous cities, where Mario Annovazzi is manager of Paramount's interests. (G) is also in Italy, being none other than Palermo, Sicilian city of which there

is another photo on another page. Giuseppe Mari is Paramount manager here. (H) is Trieste, on the shores of the azure Adriatic. Giovanni Scaffidi is Paramount's manager here. (I) caps the complete circuit of the Italian cities—from Italy there was a wonderful response for photographs—and here in this beautiful city of Florence we find Paramount's interests in the excellent hands of Cesare Aboaf, the local manager.

Our December issue will conclude this series. In this issue we hope to have at least ten cities represented, and if we realize this objective we will have depicted 51 cities to which the prizes can go.

LOOKS LIKE PARAMOUNT MONTH IN BERLIN

In the early part of last month things were certainly humming in Berlin. So Jerome Lachenbruch, Paramount's director of publicity, shot a radiogram across to New York to tell of the tremendous success of a number of splendid Paramount pictures. This message is given herewith:

"Please note that we released this season in the following rotation, 'Underworld,' 'Swim, Girl, Swim,' and 'Red Hair,' all of them being successes. 'The Last Command' opened Ufa Palast, 'A Gentleman of Paris' at the Gloria Palast and 'Three Sinners' at the Universum Lehninger Platz. All went big and the last three are still running in these Berlin Broadway premiere theatres. Mailing reviews."

Whichever way you look at it, that's splendid news.

ERFOLGREICHER FRANZOESISCHER REKLAMEFELDZUG

Sie werden zum ersten Male in verschiedenen Teilen dieser Ausgabe einige ungewöhnliche und sehr geistreiche französische Reklamefeldzüge sehen, die zur Verbreitung von Paramount Filmen erlassen wurden. Dieses ist allerdings nur ein kleiner Teil des Materials, welches wir aus Frankreich erhalten. Es ist wahr, dass die französischen Legionäre sich auf besonders wirkungsvolle Propaganda verlegt haben, die durch ihren Nachdruck und Lebenskraft äusserst empfehlenswert ist. Hiermit wollen wir aber nicht sagen, dass andere Divisionen in ihrer Reklame zurückstehen, doch die Franzosen sind diejenigen, welche die meisten Beweise ihrer Tätigkeit einsenden, und wir können natürlich nur von Tatsachen sprechen, die uns bekannt sind.

FAME OF "WINGS" FLOODED ARGENTINA AND URUGUAY

One of the most perfectly comprehensive campaigns of publicity and advertising which we have ever encountered is to be found in the monster record of the season of "Wings" in Argentina and Uruguay just received in Home Office. This book traces the efforts on behalf of Paramount's epic of the air in Buenos Aires, Montevideo and Rosario, and shows that no possible avenue for informing the populace about the wonders of the picture were left unexplored and unexploited. We most cordially congratulate the Paramounters of the publicity and advertising departments responsible for this truly splendid work.

At the same time we can be sure that they had a most commendable hand in the great success of the picture in all three of the cities mentioned.

FUN FALLS INJURE BOBBY VERNON

Because he took funny falls to amuse the kids—and many of the grown-ups too, for thirteen years,—Bobby Vernon, the well known Paramount-Christie comedian, is paying for the hard knocks in the hospital after a spinal operation.

Vernon's operation was necessitated not by any one particular funny fall, but by a repetition of spinal injuries sustained recently during his work in his series of comedy pictures for Paramount. The doctors stated that the comedian should be in better shape than ever to take more falls if continued rough stuff is required in his screen career.

One sock too many was Vernon's trouble because it was in "The Sock Exchange," that he received the fall which, after many similar experiences, sent him to the hospital.

JAPAN



ANOTHER PARAMOUNT AIR EPIC STIRS JAPAN

Zooming swiftly in the wake of "Wings" in its successful flight through Japan has come "The Legion of the Condemned". Air epics of sterling merit are assured sensations in the Land of the Mikado, and as just one phase of evidence in support of this we present the above glimpse of the officers of the 3rd Army Division of Japan "storming" Paramount's Shochikuza Theatre, Nagoya, to see "The Legion of the Condemned," and enjoy it thoroughly.

PARAMOUNT AIDS IN FILM SHIPMENT TO LEPER COLONY

The following story was released to the press in New York in October by the Motion Picture Producers and Distributors, Inc. (Will H. Hays, President), and also appeared in "The Motion Picture," official house organ of the organization:

Three hundred and twenty-seven lepers on the lonely islands of Makogai and Makodraga, in Fiji, will have a new vista of life opened to them when a shipment, more precious to its consignees than any gold could be, reaches Dr. E. Aubrey Neff, medical director of the islands. Thirty-one American motion pictures were shipped yesterday (Saturday) on the S. S. Benholm to Dr. Neff.

The craving for diversion of these men and women, condemned by disease to live in perpetual exile, was first brought to the attention of Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., by the late Major General Leonard Wood and a similar shipment was sent last year. Mr. Hays asked the member companies of his organization to contribute prints again and the thirty-one which left yesterday were the gift of Universal, Metro-Goldwyn, and Bray. Packing and shipping expense was met by Universal. The Paramount Famous Lasky Corporation is sending another consignment from their New Zealand headquarters.

LOTS OF NEWS. If you see one, or several countries receiving a large share of space in this or any other issue of Paramount Around the World, remember that this is due simply to the fact that these parts of the world have sent in the news for publication. This magazine cannot publish what it does not know about.

SCANDINAVIA

LLOYD'S "SPEEDY" THRILLS GOTHENBURG, SWEDEN

Carl P. York, Paramount's Scandinavian general manager, reports a stirring season for Harold Lloyd's Paramount release, "Speedy" at the Palladium Theatre in Gothenburg. Apart from the wonderful story told at the box office, he has backed his report with the photographic evidence shown on this page.

The cut-out is an eight-foot head of Lloyd, mounted on a ball-bearing



ing pole atop the theatre, revolving day and night, with the night phase lit by floodlights. The showcase, provided by a leading jeweler when



Paramount pictures show at the Palladium, contained stills from the picture, a massive Trade Mark and other Paramount evidence. (The translation of the Swedish title on the picture reads "Hurrah, But I Am Good!") The stage act—a Har-



old Lloyd orchestra—made a wonderful hit, and was in its way responsible for the breaking of the house record which had stood for two years.

CENTRAL EUROPE, BALTICS

FLASHES OF "WINGS" TRIUMPH IN POLAND

KINIEFER CZERWONY Środa, 19 września 1928 r.



We have taken the following highlight excerpts on a stirring report of the triumph of "Wings" in Warsaw written by E. G. Techow, publicity director in Berlin.

Three performances daily were given at the Casino, and receipts were 30% higher than those of "The Way of All Flesh," despite the latter's four performances. Consistently 1,500 people crowded the 1,200 seat house. Press review was given at midnight following the opening day's three performances. Publicity had commenced 6 weeks in advance, with newspaper display

advertising (as per sample, with title of picture in English and Polish), starting six days before opening. Street cars (as per photo) carried the title in electric lights (Here's an exploitation tip for the remainder of the world), and 500,000 heralds were distributed by 7 military aeroplanes placed at Paramount's disposal by the Polish military authorities. Exterior of the theatre was brilliantly decorated, with great prominence given to the sound effects.

The Polish press shattered tradition by praising the picture with-



out reservation, praising also the sound effects to such purpose that the fame of the film rapidly spread throughout Poland. Mr. Techow concluded his report with the significant sentence—"Wings' is the talk of Warsaw!"

"UNDERWORLD" IN POLAND

The receipt of the following telegram is advised by E. J. Lipow, special Paramount representative for Poland and the Baltic territory: PREMJERA LUDZIE PODZIEMNI NIEBYWALY SUKCES STOP WIELKIE UZNANIE PUBLICZNOSCI I PRASY STOP WINSZUJEMY.

When translated, this message, which was sent from the Kino Slonce Poznan, one of the largest and newest motion picture theatres in Poland, says: "The premiere of 'Underworld' made a tremendous success stop Tremendous approbation by the public and press stop Congratulations. (sgd.) Slonce Smoczynski."



BUDAPEST. One of the show places of this beautiful capital of Hungary is unquestionably the reception room of the Paramount office there, with its famous Paramount Trade Mark set in mosaic in the floor. This piece of work we are very happy to reproduce above.

Пятница, 14 сентября 1928 года СЕГОДНЯ ВЕЧЕРОМ № 208

Кино "ФОРУМЪ" Сегодня и ежедневно! Новейший Янингс-Фильм. Paramount-Фильм. Мировая фильма, о которой всё говорить.

Эмиль Янингс

в его величайшем творении

Человѣкъ, забытый Богомъ

(Латвийский человекъ) Сильная жизненная драма в 10 ч.

Хроника Латвии. Нов. „Парамунтъ“ журн. Веселая американск. комедия в 2 част.

Во избѣжаніе большого напыла публики, прос. посѣщать первый сеансъ.

Начало в 5 час. Воскресенье съ 2 час. дня.

Фильмъ Эмиля Янингса — вотъ подлинное опредѣленіе этой трагической повѣсти, отъ начала до конца вышедшей огромной мощью таланта этого артиста, вернейшего изъ новобрачныхъ и разности и горь, въ волнующей и величавой мирѣ сего и „человѣкъ, забытый Богомъ“...

JANNINGS IN LATVIA. Unmistakable is the fact that this is an advertisement for the first Emil Jannings Paramount picture, "The Way of All Flesh." It appeared in the foremost newspaper of Riga, Latvia.

PRODUCTION NOTES FOR YOUR MENTAL NOTE-BOOK

Ruth Chatterton, favorite American stage star, and leading woman for Emil Jannings in "Sins of the Fathers," has been signed to a long term Paramount contract and will later be seen in "Half an Hour," a one hundred percent Paramount talking picture. "Half an Hour" will be made from the famous play by Sir James Barrie. The next Bebe Daniels picture will be "The Big Scoop," a picture of newspaper life. Robert Castle, European film 'find,' will be her leading man. The cast of "Wolf Song" will be headed by Lupe Velez, Gary Cooper and Louis Wolheim. It will be directed by Victor Fleming. Production on "The Wolf of Wall Street" is well under way. George Bancroft is starred, and also in the cast are Baclanova, Nancy Carroll, Lane Chandler and Paul Lukas. Selected already in support of Esther Ralston in the Josef von Sternberg production of "The Case of Lena Smith" are James Hall, Gustav von Seyffertitz and Emily Fitzroy. New long term Paramount contracts have just been signed by Wallace Beery, Charles Rogers and Dorothy Arzner. "The Big Scoop" will be directed by Eddie Sutherland. Mary Alden will be seen in a prominent role in "Someone to Love," the second starring picture of Charles (Buddy) Rogers. The leading woman in this picture is Mary Brian. Heading the cast of "The Four Feathers," the second Cooper-Shoedsack picture, are Richard Arlen, Clive Brook, Noah Beery, Fay Wray, Theodore Von Eltz and William Powell. It shapes up as the most imposing cast of the year. "The Wolf of Wall Street," George Bancroft's current picture, will have a powerful cast. Notables in the line-up of players to support "the Smiling Samson" are Baclanova, Paul Lukas, Nancy Carroll, Paul Guertzman and Lane Chandler. "Tong War," which William Wellman will direct with Wallace Beery and Florence Vidor co-starred, will also have in the cast Nicholas Soussanin, who was with Adolphe Menjou in several pictures, and Jack Oakie, the grinning gob of Clara Bow's picture, "The Fleet's In!" Pauline Garon will support Richard Dix in "Red-skin."

JOHN LODER ASSIGNED FIRST ROLE UNDER PARAMOUNT CONTRACT

Captain John Loder, the romantic young British actor discovered by Jesse L. Lasky during his recent European trip, has been assigned to his first role under his Paramount contract. Loder will appear in "Half an Hour," the new Sir James M. Barrie play, which will be directed as an all talking picture by William C. deMille.

The brilliant cast for this picture is led by Ruth Chatterton, H. B. Warner and Robert Edson. "Half an Hour" is the second all-dialogue picture placed in production by Paramount, the other being "Interference" from the British play.

PICTURE BOOM!



TWO NEW LEADING MEN

John Loder, left, from England, and Robert Castle from Vienna. These two new leading men in Paramount pictures, both with personal careers as colorful as any that they will be called upon to play on the screen, are both now at work in Hollywood on their first assignments. Loder is working in "Half An Hour," an all-talking picture, whilst Castle is Bebe Daniels' leading man in the brunette star's film, "The Big Scoop."

LUPE VELEZ OPPOSITE GARY COOPER

Lupe Velez has been borrowed from United Artists to play the lead opposite Gary Cooper in Paramount's forthcoming production of "Wolf Song", it has been announced by Jesse L. Lasky. "Wolf Song" is expected to be produced on a particularly large scale.

JULIAN JOHNSON WRITING TITLES FOR "SINS OF THE FATHERS"

Julian Johnson, head of Paramount's staff of title writers, has been assigned to title the latest Emil Jannings picture, "Sins of the Fathers". Johnson's titles for "The Patriot", the Ernst Lubitsch production starring Jannings, were singled out for special praise by many of the critics.

FACE THAT THRILLS LONDON. FILM-LAND'S AMAZING BLONDE

By KEITH AYLING
(In the Sunday Chronicle)

"A strange face, a face of tragedy with an expression that haunts you. Look at the picture in the adjoining column and try to discover what emotion it is that lies hidden in those big sombre eyes with their Oriental slant.

Not a beautiful face this, but a strong compelling countenance which looks out into the world with a Mona Lisa-like air of mystery and detachment.

You can see this face in London this week at the Plaza. The film is called "Forgotten Faces". But this face, at any rate, you will not forget.

It is that of Baclanova, the wonderful Russian artiste who has taken the film world by storm.

STARVATION TO TRIUMPH

This amazing blonde plays the part of the wife in this, which in

In an official statement issued on October 18th, Mr. Lasky listed the fifteen pictures then in course of production in the Paramount studios at Hollywood, California, and Long Island, New York.

This announcement included the three all-talking pictures, "Interference," "Half an Hour" and "The Letter."

Mr. Lasky also stated that this terrifically high pitch of production—the highest in the Company's history—will be continued for several months. All of which is excellent proof in support of Paramount's claim of 1928 as our "Greatest Year!"

ADDITION OF WILLIAM POWELL COMPLETES CAST OF "FOUR FEATHERS"

William Powell has been given an important role in the Schoedsack-Cooper adventure film, "The Four Feathers," which the two makers of "Chang" and "Grass" are now completing at Paramount's West Coast studios after spending more than a year on thrilling scenes of an undisclosed nature which were made in the heart of Africa.

Powell's addition to the cast rounds out a splendid selection of actors for the screening of A. E. W. Mason's novel of a British youth's battle to vanquish cowardice. Richard Arlen heads the group, other principals being Clive Brook, Fay Wray, Noah Beery and Theodore Von Eltz. It will be remembered that both Powell and Beery had prominent roles in "Beau Geste."

NEW YORK VISITOR



B. P. SCHULBERG

Paramount's General Manager of West Coast Productions, B. P. Schulberg, has spent the past several weeks in New York conferring on production, and watching the opening developments of the sound and dialogue picture activity at Paramount's Long Island Studio. He has also conferred with Mr. Shauer and Mr. Seidelman regarding the general foreign situation and the international reactions to the more recent Paramount pictures.

JAMES BARTON TO PLAY LEAD IN PARAMOUNT'S "BURLESQUE"

James Barton, famous song and dance man of Broadway revues and a headliner of big time vaudeville, has just been signed by Paramount to play the leading role in "Burlesque," last season's stage hit soon to go into film production in Hollywood. Ten years ago Barton was actually playing on the burlesque circuit.

Barton's introduction to fame came with dramatic suddenness. During the actors' strike in August and September, 1919, the actors put on benefit performances of their own to relieve distress among their numbers. Ed Wynn was billed for star position at one of these benefits, but at the last minute the producers—opponents of the actors in the controversy—obtained an injunction forbidding Wynn's appearance. To fill the gap the unknown Barton was pushed upon the stage, and his performance was credited with being the hit of the show.

tained a permanent position, and married. My marriage was not a success so I came away."

IDOL OF AMERICA

Jesse Lasky thinks that Baclanova is the finest actress on the American screen. She blazed to fame when Maurice Gest made her the nun in "The Miracle" alternately with Lady Diana Manners. During the run of the play Pola Negri invited her to come to the studios to see the production of "Hotel Imperial". Jannings saw her and asked her to play with him in "The Street of Sin".

Baclanova has ideas. She says she will only play on the screen for five years at the utmost, and then she will take up her singing again and play in opera.

America has taken her to its heart, and there is keen competition of writers to invent suitable roles for her.

my opinion is the best crook film ever seen. She always plays strong, sexy, bad woman parts. One of her films is "The Street of Sin", in which she appears opposite Emil Jannings.

Baclanova's life story would make a film play. Her mother was a ballet dancer who forsook her art for marriage and presented the world with seven children. In the revolution the father of the family was killed and the family scattered. It was then that the girl, starving on the streets, determined to get on the stage.

For months she danced at Lenin-grad, slaving day and night to keep her position in the ballet in the face of fierce competition. She triumphed.

"As I danced," she said, "it seemed as if the strain of my dancing ancestry was inspiring me. I knew no steps, had learned no technique, yet I could dance. I ob-

MAGNIFICENT PLEDGES ALREADY STACKED UP FOR BYRD-SOUTH POLE PARAMOUNT PICTURE

Almost four years ago, Mr. Zukor and Mr. Lasky, with that vision which has made them leaders in the film industry, placed their faith in two young men and despatched them on a hazardous mission of the men's own suggesting into the heart of the jungles of Siam. The mission was the making of a film. The men were Merian C. Cooper and Ernest B. Shoedsack. Almost a year and a half elapsed before they emerged; but when they did they brought film which amazed and thrilled the world.

Today, under the direction of Mr. Zukor and Mr. Lasky, two other men are going off into one of the earth's farthermost corners for the purpose of making a great film. The men are Joe Rucker and Willard Vanderveer, ace cameramen of Emanuel Cohen's Paramount News staff. They are on their way to the South Pole with Commander Richard E. Byrd, and they will make a film record of that expedition that will be one of the outstanding motion picture sensations of all time.

These two film missions have attached to them a common hazard—the hazard of supreme peril—despite the fact that one was set in the heart of the steamy jungle, while the other is set in eternal wastes of snow and ice. It is therefore needless that we touch upon the personal heroism of the four men.

But at the same time it is truly splendid to know that while we have in our hearts a sublime sense of appreciation of the bravery of these men, there are some among the ranks of Paramounters who desire to show this appreciation in a more practical form. The prime mover in this gesture was Herman Wobber, district manager of Paramount's Pacific Coast activities in U.S.A., and formerly of the Foreign Department's activities in Europe. At a farewell dinner to Joe Rucker in San Francisco, Mr. Wobber was inspired by the situation to call upon the entire domestic department of the company to pledge themselves to the number of bookings on the Paramount-Byrd-South Pole picture that they would secure. Letters were sent to all branch and division managers over his signature, and accompanying them were special cards for the purpose of making a pledge and for the recording of certain sentiments regarding the picture. These letters and cards were sent also to a few members of the foreign department.

The special letter which Mr. Shauer received from Mr. Wobber drew forth the characteristic reply which we have printed on this page. We have also reproduced one of the cards.

Why all this is being told you is because the campaign of Mr. Wobber produced a response which

is thrilling beyond all words. Every man jack of the Domestic Department appealed to responded in magnificent fashion. As statistics stand now the South Pole Picture is sold lock, stock and barrel in this part of the world, and as more theatres are built and new accounts opened, they, too, will be sold. All of this, mind you, despite the fact that perhaps a year and a half must elapse before we even see the picture.

It is eminently fitting that we should carry forward this grand idea into every country in which Paramount pictures are sold. We carried "Chang" far and wide and had it bring new and glorious prestige to our organization. We can do even greater things with the South Pole Picture because in advance we know something of the colossal nature of the subject, of the intrepidity of the man leading the expedition, and of the fearlessness of the cameramen.

The campaign is noteworthy for its simplicity. We have simply to secure, in the simplest fashion possible, the pledges of the salesmen, bookers, branch managers and district managers who sell and distribute our pictures, an expression of the manner and extent to which they will sell the Paramount-Byrd-South Pole Picture.

Tallies of these pledges will be published from time to time in Paramount Around the World; and

M. A. SHAUER'S CABLE AND LETTER CAMPAIGN CARRIED RIGHT THROUGH TO COMMANDER BYRD BEFORE SOUTH POLE LEADER SAILED

After sending the cable which has been reprinted on page 24, Melville A. Shauer followed through with a punchful letter to Messrs. Graham, Osso, York, Messeri, St. John, Faraud and Ponedel, urging them to commence laying their plans for the distribution and exhibition of the picture that will come from the South Pole. It was his further urge that they indite a message of cheer and promised co-operation in every fashion possible to Commander Byrd. These messages, he stated, could reach Commander Byrd through the office of Mr. E. E. Shauer in New York.

The response to this appeal was instantaneous; with the result that the Byrd expedition to the South

MR. SHAUER'S LETTER TO HERMAN WOBBER REGARDING THE SOUTH POLE FILM

Dear Herman:

I just returned from Europe yesterday. I am sure you will be pleased to know that things seem to be moving along very well in the old world.

On my desk I find yours of August 17th — the form letter which you have circulated amongst Paramount men on the subject of Joe Rucker. I think it is a great idea, and with your permission I am going to follow through to the boys in the remainder of the world.

This letter, as a stimulating starter, which is bound to be effective because of the human interest in the enterprise. I think should be followed up by letters carrying any information which might from time to time be received from Rucker or any of his associates, so that the measure of interest now created may be sustained and carried on up to the time that the picture may be received.

Sincerely yours,
(Sgd.) E. E. Shauer

prominence will be given to any pledge feature which we believe will be of interest and use in bringing about the widest possible distribution of a picture that we know is going to make screen history.

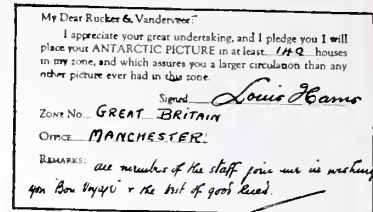
Nothing more should need to be said. Here's a grand idea, inspired by a grand motive, and submitted to a bunch of Paramount divisions that have done marvelously fine things with grand ideas in the past.

Let us henceforth only speak of this subject in terms of results.

Pole carries with it the knowledge that the film record of their heroic exploit will be reflected from the screens of all the world.

They have started to do their share, and we have started to do ours. They will have to continue to do theirs, because of the glory of the effort and because their lives will be continually in peril. Which makes it an even greater obligation for us to continue to do our share towards the success of this magnificent film undertaking.

There's more about this Paramount South Pole film on Page 24. Read it and act!



SOME OF THE REPLIES THE CARDS EVOKED

The card reproduced up above is there as a sample, and because it was the first one received in San Francisco by Herman Wobber. Many other replies have since been received up to the time of going to press.

Ike Blumenthal wrote from Berlin saying: "I am going to send out a similar letter to this in a couple of weeks to our Central European organization."

Adolphe Osso said from Paris: "It is a pleasure for me to sign the card and will do everything I possibly can do for this picture. Our public like these pictures."

E. Hancock, branch manager at Cardiff, Wales, wrote: "You can rest assured that this office will work day and night to secure more business on this South Pole picture than on any other production distributed by this branch."

P. Salomonsen, branch manager at Copenhagen, Denmark, wrote: "I assure you that this South Pole picture will get a one hundred percent representation in this territory. As you know, we Scandinavian people have good reason to understand and appreciate this type of picture, some of the most famous Arctic and Antarctic explorers being Scandinavians."

Other replies were received from John Corper, Birmingham; H. D. Nisbet, Liverpool; D. Gilpin, Leeds and I. Collins, Newcastle-on-Tyne, —all of England.



HERMAN WOBBER

District Manager of the Paramount Offices in the Pacific Coast Division of the United States. To him goes credit for the devising of this inspiring Pledge Campaign.

This Page Abounds in Translatable Material

List of Paramount Offices Around the World (OCTOBER 1, 1928)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, F. M. States, Siam)

John W. Hicks, Jr.,
Managing Director
 William R. Hoggan,
General Sales Manager
 William Hurworth, C. E. Hender-
 son (District Managers)
 Cables: **PARAMOUNT**

FAMOUS LASKY FILM SERVICE, Ltd.
 Reservoir Street, G. P. O. Box 2617,
 Sydney, AUSTRALIA.
(H. O. for Above-mentioned territories)
Fred Gawter, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 254 Little Lonsdale St.,
 Melbourne, AUSTRALIA
R. B. Kelly, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 Adelaide Street,
 Brisbane, AUSTRALIA
A. J. Caronchell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 230 William Street
 Perth, AUSTRALIA
C. H. Sherman, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 37-A Rundle Street,
 Adelaide, AUSTRALIA
Cleave J. Shepherd, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 St. John Street,
 Launceston, Tasmania, AUSTRALIA
Leslie R. Brown, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd.
 100, Cuba and Dixon Streets
 Wellington, NEW ZEALAND
Stanley H. Craig, Branch Mgr.
FAMOUS LASKY FILM SERVICE, (N. Z.) Ltd.
 129-131 Albert Street
 Auckland, NEW ZEALAND
W. E. Kirby, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 J. A. Groves, Gen. Mgr. for
 Far East
 Gang Pool 7, Weltevreden
 JAVA, Dutch East Indies
J. A. Groves, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 Boomstraat 16, Soerabaja
 JAVA, Dutch East Indies
Austin Levy, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 62-4 and 62-5 Orchard Road
 Singapore,
STRAITS SETTLEMENTS
Tom Kennard, Branch Mgr.

CUBA

(Cuba, Porto Rico, Dominican Republic, West Indies)

Cables: **PARAMOUNT**
PARAMOUNT FILMS OF CUBA, S. A.
 Estrada Palma 112, Havana, CUBA
A. L. Pratchett, Branch Mgr.
PARAMOUNT FILMS OF CUBA, S. A.
 31 Baja Lacrat
 Santiago de Cuba, CUBA
PARAMOUNT FILMS OF PORTO RICO
 Apartado 653, Tanca 10 1/2
 San Juan, PORTO RICO
J. F. Donohue, Branch Mgr.

FRANCE

(France, Belgium, Switzerland, Holland, Egypt, Algeria, Tunis, Morocco)

Adolphe Osso,
Administrateur-Delegue
Henri Klarsfeld, Sales Manager
Charles Demol, Asst. Sales Mgr.
 Cables: **PARAMOUNT 86**
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
 63 Avenue des Champs Elysees
 Paris, FRANCE
(Home Office for Above Territories)
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
 69 rue Pessart
 Paris, FRANCE
Maurice Polier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 32 rue du Vieux-Marche-aux-Vins
 Strasbourg, FRANCE
Beat Pfiffer, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 68 rue du Faubourg St. Jean
 Nancy, FRANCE
Henri Dessort, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 15, rue Alexandre Duval
 Rennes, FRANCE
Edmond Lagneau, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 5, rue d'Amiens
 Lille, FRANCE
Leon Jannin, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 26-a, rue de la Bibliotheque
 Marseille, FRANCE
Andre Haguet, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 46, rue Peyronnet
 Bordeaux, FRANCE
Robert Lenglet, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 16, rue Stella
 Lyon, FRANCE
Marcel Yot, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 17 bis rue Clauzel
 Algiers, ALGERIA
Emile Bellych, Branch Manager
S. A. F. DES FILMS PARAMOUNT
 84, rue de Portugal
 Tunis, AFRICA
Andre Valensi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 136, Boulevard de la Gare
 Casablanca, MOROCCO
Henri Roussillon, Branch Mgr.

PARAMOUNT FAMOUS LASKY CORPORATION

Foreign Division

EMIL E. SHAUER, General Manager, } Paramount Bldg., 1501 Broadway,
 J. H. SEIDELMAN, Asst. Manager } New York, N. Y.
 JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London)
 MELVILLE A. SHAUER, Special Foreign Rep. (Headquarters—Paris)
 Le Paramount, 2 Boulevard des Capucines, Paris, France. Cables: Theapara 96, Paris.

S. A. F. DES FILMS PARAMOUNT
 23, rue Tewfik
 Cairo, EGYPT
Georg Hakim, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
 31, Chaussee de Haecht
 Brussels, BELGIUM
Emile Gourdon, Branch Mgr.
N. V. PARAMOUNT FILMS HOLLAND
 399 Keizersgracht
 Amsterdam, HOLLAND
C. Ceerboom, Branch Mgr.
(Cables: PARAMOUNT)
ROBERT ROSENTHAL
 35, Rheingasse
 Basel, SWITZERLAND
(Cables: EOSFILM)

GERMANY and CENTRAL EUROPE

(Germany, Austria, Hungary, Poland, Czecho-Slovakia, Jugo-Slavia, Roumania, Baltics, Finland)

I. Blumenthal, Gen. Mgr.
 Cables: **PARAMOUNT**
PARAMOUNT FILM VERTRIEB,
 G. M. B. H.
 Haus Am Tiergarten
 Bellevuestrasse 11,
 Berlin W. 9, GERMANY
UFA-PARAMOUNT-METRO VERLEIH
BETRIEBE G. M. B. H.
(Home Office for PARUFAMET)
 Cables: **PARUFAMET**
 Haus Am Tiergarten
 Bellevuestrasse 11,
 Berlin W. 9, GERMANY
PARUFAMET
 Friedrichstrasse 22
 Berlin S. W., GERMANY
G. Salinger, Branch Mgr.
PARUFAMET
 Esplanade 6
 Hamburg, GERMANY
O. Wohlfahrt, Branch Manager
PARUFAMET
 Graf Adolfstrasse 83-87
 Dusseldorf, GERMANY
Dr. A. Koenig, Branch Manager
PARUFAMET
 Rossmarkt 15
 Frankfurt a.M., GERMANY
R. Goldstaub, Branch Manager
PARUFAMET
 Marienplatz 11/12
 Muenchen, GERMANY
G. Behrmann, Branch Manager
PARUFAMET
 Karstrasse 1
 Leipzig, GERMANY
S. Segall, Branch Manager
PARUFAMET
 Tauentzienstrasse 4
 Breslau, GERMANY
S. Arnold, Branch Manager
PARUFAMET
 Hintere Vorstadt 8
 Koenigsberg i. Pr., GERMANY
E. Tykting, Branch Manager

GUS. J. SCHAEFER
 Gen. Sales Mgr. for Central
 Europe-Baltics (H'q'rs-Berlin)

E. J. LIPOW
 Special Field Rep. for Poland
 and The Baltics (H'q'rs Warsaw)

Cables: **PARAMOUNT**
PARAMOUNT FILMS G. m. b. H.
 Neuburgasse 1
 Wien VII, AUSTRIA
Max Wirtschafter, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T.
 Rakoczi-ut 59
 Budapest VIII, HUNGARY
L. Poldes, Branch Manager
(Cables: PARAMOUNTFILM)
PARAMOUNT FILMOVA spol. s. v. o.
 Palais Habich,
 Stepanska ul.
 Prague II, CZECHO-SLOVAKIA
R. Jelinek, Branch Manager
A. LICHTSCHEINDL, Paramount Rep.
 c/o Mesingerstr. 17, Zagreb, JUGO
 SLAVIA (Cables: Paramount)
PARAMOUNT FILMS BIURO WYNA-
JMU sp. z. ogr. odv.
 Sienna 4
 Warsaw, POLAND
A. Hamburger, Branch Mgr.
PARAMOUNT FILMS BIURO WYNA-
JMU sp. z. ogr. odv.
 Kilinskiego 3
 Lemberg, POLAND
L. Goldfuss, Branch Manager
FANAMET FILMS
 Siuer Karje 18
 Reval/Tallin, ESTONIA
 (Shipping station)
PARAMOUNT FILMS AKTIENGE-
SELLSCHAFT
 Woldemarstrasse 36
 Riga, LATVIA
A. Kuzniz, Branch Mgr.
FANAMET FILMS
 Laisves Al. 35
 Kovno, LITHUANIA
 (Shipping station)

C. A. Harry Hammar, Paramount Rep.
 c A. B. Royal Film,
 Honkiksgatan 20,
 Helsingfors, FINLAND.
Mr. N. Rahmay, Paramount Rep.
 c Imperator Films,
 38 Regina Maria,
 Cluj, ROUMANIA.
 (Cables: Paramount)

GREAT BRITAIN and IRELAND

(England, Scotland, Wales, Irish Free State)

John Cecil Graham,
Managing Director
 Cables: **PARAMOUNT**
O. V. Traggardh, Asst. Mgr.
Montague Goldman, Sales Mgr.
 (Headquarters—London)
Harold E. Walker, Dist. Mgr. at
 London, for London, Birming-
 ham, Cardiff

Ben Simmons, Dist. Mgr. at
 Leeds, for Leeds, Liverpool,
 Manchester and Dublin
I. Collins, Dist. Mgr. at Newcastle
 for Newcastle, Glasgow.

FAMOUS LASKY FILM SERVICE, Ltd.
 (Home Office)
 166 Wardour Street,
 London W. 1, ENGLAND
Oswald H. Cohen, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 24 New Brigade
 Leeds, ENGLAND
D. Gilpin, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 124 Dale Street
 Liverpool, ENGLAND
H. D. Nisbet, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 12 John Bright Street
 Birmingham, ENGLAND
John Corper, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 Cranford Court
 Manchester, ENGLAND
Louis Harris, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 Paramount House, Bath Lane
 Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 Paramount House, 111 Pearce St.
 Dublin, IRELAND
J. G. Bell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 16-18 Priory Street
 Cardiff, WALES
E. Hancock, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
 164 Buchanan Street
 Glasgow, SCOTLAND
J. Hanson, Branch Mgr.

INDIA

(India, Burma, Ceylon)

Charles Ballance, William Clark
 (Reps. for India, Burma, Ceylon)
 Cables: **FAMFILM**
PARAMOUNT FAMOUS LASKY CORP.
 P. O. Box 2048
 Calcutta, INDIA

ITALY

(Also Turkey, Greece, Bulgaria)

David Souhami
Managing Director
Americo Aboaf, Manager
 Cables: **PARAMOUNT**
S. A. I. FILMS PARAMOUNT
 (Home Office for Italy)
 Via Magenta, No. 8
 Rome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
 Angiporto Galleria Umberto I.
 Naples, ITALY
Brav. Salvatore de Angelis
 Branch Manager
S. A. I. FILMS PARAMOUNT
 Piazza Strozzii, 6
 Florence, ITALY
Sig. Cesare Aboaf, Br. Mgr.
S. A. I. FILMS PARAMOUNT
 Via Galliera, 66/2
 Bologna, ITALY
Sig. Mario Annovazzi, Br. Mgr.
S. A. I. FILMS PARAMOUNT
 Via Morgagni, 22
 Milan, ITALY
Count Edoardo Micheroux de
Dillon, Branch Manager
S. A. I. FILMS PARAMOUNT
 Corso Vittorio Emanuele, 6
 Turin, ITALY
Sig. Arturo Ambrosio, Br. Mgr.
S. A. I. FILMS PARAMOUNT
 Calle Fruilli, 103
 Sestiere Cannareggio,
 Venice, ITALY
 (Sub-Branch)

S. A. I. FILMS PARAMOUNT
 VI. Granello 56-58 rossi
 Genoa, ITALY
Sig. Corrado De Simone,
 Branch Manager
S. A. I. FILMS PARAMOUNT
 Via Sant'Anastasio, 1
 Angolo Via L. Giberti
 Trieste, ITALY
Sig. Giovanni Seaffidi Branch
Manager
S. A. I. FILMS PARAMOUNT
 Via Mariano Stabile 139 D. E.
 Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

JAPAN

(Japan, Korea, China, Philippine Islands)

Tom D. Cochrane
R. E. MacIntyre
 (Reps. for the Orient)
 Cables: **PARAMOUNT**
FAMOUS LASKY PARAMOUNT
FILMS, Ltd. (Home Office)
 507 Osaka Shosen Kaisha Bldg.
 Kobe, JAPAN
Roy Tanaka, Branch Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
 Nichi Nichi Building
 Yuraku cho Kojimachiku
 Tokyo, JAPAN
J. E. Perkins, Manager
S. Sasho, Sales Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
 59 Tenjin-machi
 Hakata, JAPAN
(Sales Office) H. Hirai, Sales Mgr.
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
 Shichijo
 Minami Yon-Chome
 Sapporo, JAPAN
(Sales Office) M. Suda, Sales Mgr.
KISHIN YOKO
 Seoul, KOREA

MEXICO

(Mexico, Cent. Amer. Panama, Jamaica, B. W. I., Colombia, Venezuela, Ecuador)

Clarence C. Margon,
General Manager
 Cables: **PARAMOUNT**
PARAMOUNT FILMS, S. A.
 No. 1 Avenida Francisco I. Madero
 (Apartado Postal 108 bis)
 Mexico City, MEXICO
Gordon B. Dunlap, Branch Mgr.
(H. O. for Mexico and Central America)
PARAMOUNT FILMS, S. A.
 Agencia Para La America Central
 Apartado 253
 Guatemala City, GUATEMALA
R. A. Loomis, Branch Mgr.
PARAMOUNT FILMS, S. A.
 P. O. Box 1323
 Cristobal, CANAL ZONE
Harry Novak, Branch Mgr.
 Code Address: **PARAMOUNT COLON**
 PANAMA

SCANDINAVIA

(Sweden, Norway, Denmark)

Carl P. York, Gen. Mgr.
 Cables: **PARAMOUNT**
FILMAKTIEBOLAGET PARAMOUNT
 13 Kungsgatan
 Stockholm, SWEDEN
(Home Office for Scandinavia)
FILMAKTIEBOLAGET PARAMOUNT
 Amagervej 24
 Copenhagen, DENMARK
P. Salomonsen, Branch Manager
FILMAKTIESELSKAPET
PARAMOUNT
 Torvgaten 9
 Oslo, NORWAY
E. Eriksen, Branch Manager

SOUTH AMERICA

(Brazil, Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia)

John L. Day, Jr.,
General Manager
 Cables: **PARAMOUNT**
PARAMOUNT FILMS (S. A.) Inc.
 Rua Evaristo da Veiga 132
 Rio de Janeiro, BRAZIL
Tibor Bombauer, Branch Mgr.
(Home Office for Brazil)

PARAMOUNT FILMS (S. A.) Inc.
 Rua do Triunpho, 21
 Sao Paulo, BRAZIL
Bruno Cheli, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua Halfeld, 235,
 Juiz de Fora, Est. de Minas,
 BRAZIL
Waldemar de Souza, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua Visconde de Inhauma, 30
 Ribeira Preto, Est. de Sao Paulo,
 BRAZIL
R. Paladini, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Avenida Floriano Peixoto, 30
 Botucatu, Est. de Sao Paulo,
 BRAZIL

Adhemar L. Cezar, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua Conde de Boa Vista, 193
 Recife, Pernambuco, BRAZIL
Benjamin Ramos, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Cine-Theatro Guarany
 Itaca Castro Alves, Sao Salvador,
 Bahia, BRAZIL
Alberico Benevides, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua General Andrade Neves, 100
 Porto Alegre, Est. do R. G. do Sul
 BRAZIL

Cezar Augusto de Oliveira,
 Branch Manager
PARAMOUNT FILMS (S. A.) Inc.
 Rua Sao Paulo, 546
 Belo Horizonte, Est. de Minas
 BRAZIL
Arnaldo L. Torres, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua Jorge Tiberica, 53 C.
 Cruzeiro, Est. de Sao Paulo
 BRAZIL
Aurelio Correale, Branch Mgr.
PARAMOUNT FILMS (S. A.) Inc.
 Rua 15 de Novembro
 Curitiba, Est. do Parana, BRAZIL
Renato C. de Almeida,
 Branch Manager

Frederick W. Lange, Manager for
Argentina, Uruguay, Paraguay
 Cables: **PARAMOUNT**

PARAMOUNT FILMS, S. A.
 665 Calle Cerrito
 Buenos Aires, ARGENTINE REP.
Sigfredo Bauer, Branch Mgr.
(Home Office for Argentine, Paraguay, Uruguay)
PARAMOUNT FILMS, S. A.
 Calle Maipu 931
 Rosario de Santa Fe,
 ARGENTINE REPUBLIC
Raul Viglione, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Calle Estomba 211
 Bahia Blanca, ARGENTINE REP.
E. J. Croce, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Calle Huazalingo 235
 Cordoba, ARGENTINE REPUBLIC
C. R. Flaherty, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Calle Yi 1385
 Montevideo, URUGUAY
Juan Oliver, Branch Manager

Benito del Villar, Manager for
Chile, Peru, Bolivia
 Cables: **PARAMOUNT**
PARAMOUNT FILMS, S. A.
 Estado 250 (Casilla 3462)
 Santiago, CHILE
(Home Office for Chile, Peru, Bolivia.)
PARAMOUNT FILMS, S. A.
 Prat No. 175 (Casilla 3792)
 Valparaiso, CHILE
Exequiel A. Puolma, Branch Mgr.
PARAMOUNT FILMS, S. A.
 O'Higgins 566 (Casilla 53-C)
 Concepcion, CHILE
Srs. Greene & Cia.,
 Concessionaires
PARAMOUNT FILMS, S. A.
 Casilla 137
 Iquique, CHILE
Sig. Martinez Hinos & Cia.,
 Concessionaires
PARAMOUNT FILMS, S. A.
 Apartado 582
 Lima, PERU
Ernest S. Hayes, Branch Mgr.
PARAMOUNT FILMS, S. A.
 La Paz, BOLIVIA
Honorio Garcia, Rep.

SPAIN, PORTUGAL
M. J. Messeri,
Managing Director
 Cables: **PARAMOUNT**
PARAMOUNT FILMS, S. A.
 91 Pasco de Graça
 Barcelona, SPAIN
J. Soriano, Branch Mgr.
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
 Avenida P1 y Margall, 22
 Madrid, SPAIN
S. Vidal Batet, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Alameda Mazarredo, 6
 Bilbao, SPAIN
J. Gomez de Miguel, Br. Mgr.
PARAMOUNT FILMS, S. A.
 Calle Sorni, 14
 Valencia, SPAIN
Vicente Saiso, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Calle San Pablo, 41
 Seville, SPAIN
A. Vazquez, Branch Mgr.
PARAMOUNT FILMS, S. A.
 La Coruna, SPAIN
Manuel de Diego, Branch Mgr.
PARAMOUNT FILMS, S. A.
 Rua Braamcamp, 10
 Lisbon, PORTUGAL
F. Ressano Garcia, Branch Mgr.

A NAME IS WANTED FOR PARAMOUNT'S SOUTH POLE PICTURE

As you read these lines, a band of brave men are on their way to the South Pole to undertake some of the most important, as well as the most dramatic, scientific research in the history of the world. With them are two cameramen, who are to make an epic film of the undertaking. It is confidently hoped that this film, which will be made for Paramount release throughout the world, will eclipse everything of a like nature that the screen has known.

Its very nature is our safe guide to the fact that the film will be a supreme sensation. But what we want for it is a title that will not only fit it for appropriateness, but will also be instantly attractive, and possess some element of a mysterious or speculative appeal.

We are reminded of this by "Chang," which the showman's eye of Leon J. Bamberger, sales promotion manager of the domestic department, selected from one of the picture sub-titles when the film was given its first private screening.

"Chang" is mono-syllabic. It is snappy, pungent, mysterious. It arrests the attention, creates wonderment, and is delightfully euphonic for conversation. It is impossible to say "Chang" without provoking a host of comments, either from people who have seen the picture, who want to see it, or who want to know what the word means.

We want a repetition of this state of affairs with the Paramount picture of Commander Byrd's South Pole expedition. We want a snappy title. It may be one, two or three words—although the one-word title is preferable. No prizes are offered as yet. That will come later. All that we are concerned with at the present juncture is the instituting of a search for a title.

All suggested titles should be sent to Mr. J. H. Seidelman in New York, who will see to it that they are placed, with full credit, before Mr. Lasky and the Production Department, who will be responsible for the final production of the completed South Pole film.

MELVILLE A. SHAUER'S CABLE TO NEW YORK

The following cable was sent to Mr. E. E. Shauer in New York by Melville A. Shauer, in charge of Paramount's European theatres:

"Please get word to Byrd, Rucker, Vanderveer and members of expedition that the boys of Paramount's theatres in Europe will be praying in our common Paramount language for the safe return and success of heroic party and will not fail to tell this part of the world the great story on our European screens."

NATURES OF THE PLEDGES RECEIVED

When we received an outline of this South Pole Paramount Picture Pledge campaign from Mr. Wobber, it was accompanied by a summary of all of the pledges received to date. This proved to be one of the most human documents ever to come to our attention. It was a symbol of sincerity, a parchment of purposefulness, and indicator of integrity. Every man who sent in his card had it bear in the remarks column a statement of glowing genuineness. "Hundred Percent", "Every house in my zone," "Every possibility"—these were but a few of them.

The following, written by Frank Clark of the Los Angeles Exchange, is perhaps the most fitting remark of them all: "May time and wings bring you back to us with a great Paramount Picture." Although it has a great rival in the following sentiment of Oscar Kantner, exploiter of this same Los Angeles Exchange: "When you fly over the South Pole, Joe, drop a two-column Paramount Trade Mark!"

OTHER MESSAGES TO HERMAN WOBBER

J. H. SEIDELMAN: "Mr. Shauer asked me to acknowledge receipt of your letter of September 28th regarding the Rucker-South Pole Picture campaign. You may be sure that we are doing everything possible to carry the message to the farthest points of the globe. We are also attaching copy of letter and cable from Mel Shauer to our foreign theatre and distributing units."

JOHN C. GRAHAM: "So Joe Rucker has gone! But here's hoping he gets back safely with both legs and both arms, and brings with him one of the finest photographic reproductions of the trials and tribulations which he and his associates will undoubtedly experience before they bring back that thin strip of celluloid. You can promise every damn one of them that as far as we are concerned we will give them maximum results from a rental standpoint after we receive the film. In the meantime I know that your gang in the San Francisco office will not forget to look after Joe's family and wife until he returns. You can send him any kind of a cable on our behalf you see fit, and we will live up to it."

"ALAS" TRIUNFA EN ESPAÑA

El mes pasado se recibió en la oficina de Mr. E. E. Shauer un cablegrama de Mr. Messeri, gerente general de la Paramount en España, en el cual éste daba cuenta a Mr. Shauer del inmenso entusiasmo con que fué recibida por el público barcelonés la película "Alas." La Prensa y cuantos aviadores estaban en Barcelona asistieron a la exhibición de la magna película de aviación en el Teatro Avenida, saliendo todos ellos complacidos y alabando en términos encomiásticos la técnica y argumento, así como también la interpretación de esa sin igual película.

AUSTRALIA. A. Roger Logan, for several years accountant in the Brisbane, Australia, exchange of Paramount, has been appointed Head Office Accountant of the Paramount organization of Australia, New Zealand and the Far East. In thus gaining a merited reward he replaces Basil O. Smith, resigned to enter another business.

THE 'OUTSIDE' STORY OF THE PARAMOUNT TRADE MARK

A great many times you have read or been told the 'inside' story of this or that—a story of something or other which, while being news, has not been given wide publicity. There are even some mediums whose sole reason for existence is found in the telling of 'inside' stories.

But there's no 'inside' story about the Paramount Trade Mark: it's all an 'outside' story—out where all the world can see and know it. The Paramount Trade Mark's story was an 'outside' one right from that very colorful incident which witnessed the creation of this mark which has since come to be known as the most famous symbol in all the realm of the motion picture.

It has been an 'outside' story ever since then. First in national advertising, when it occupied a conspicuous niche in every advertisement carried

on the open pages of American national magazines. Simultaneously with this, it was an 'outside' story when the screens of all the world carried the Trade Mark whenever a Paramount Picture was screened. And then, when the gospel of national advertising became magnified into one of international advertising, the 'outside' story of the Paramount Trade Mark became the supreme symbol of screen satisfaction which we now know it to be in every part of the globe where motion pictures are presented.

The 'outside' story of the Paramount Trade Mark will forever be an 'outside' story. Its telling will be as an eternal success serial, and in the weaving of its narrative, every Paramount Legionnaire in every part of the world will become a co-author.

Writing *your* share of this story is a matter of simplicity: you have simply to keep ever before you an appreciation of the major part in your own personal success which the Paramount Trade Mark has already played, and resolve that you will always see to it that this priceless symbol of Paramount prestige and predominance will have the use and recognition compatible with its accomplishments.



Paramount

AROUND
THE
WORLD



December First, 1928

Worth! Everything You Can Give It

Vol 1. No. 9

Христос Воскрес!

Veselé vánoce

Fröhliche Weihnachten

Vroolijk Herstfeest

ünnepekert kivánunk

Wesolych Swiat

Felices Pascuas!

A Merry Christmas

Gojigan Kristmaskon

Sarbatori fericite

Joyeux Noël

Buon Natale

Gledelig Jul

Boldog karácsonyi

Boas Festas

Bon Nadal!

God Jul

A Wish for Now
and a promise
for the Happiness
and Greatness of
• 1929 •





"Paramount — the whole world's whole show"

"Paramount AROUND THE WORLD"

Published in the interests of Paramounteers in every part of the globe, designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

ADJUTANT: J. H. SEIDELMAN. Editor: Albert Deane. Associate Editors: O. R. Geyer, George Weltner, Jerome Sussman. Foreign Language Editors: J. Ventura Sureda (Spanish), Jose Cunha, Arthur Coelho (Portuguese), N. Vandenstein (Dutch), Miss Gertrud Wiethake (German).

ASSOCIATE PUBLICATIONS: "The Paramount 100% Program Drive" (Great Britain), "La Paramount Francaise" (France), "Adelante Decima" (Argentina), "Paramount" (Italy), "El Matador" (Spain), "Voll Dampf Voraus" (Germany), "Ca de Casa" (Brazil), "Paramount Punch" (Australia).

Vol. 1 December 1, 1928 No. 9

The year which is just drawing to a close has been a sound year in more ways than one. Primarily, it has been a sound year by virtue of the power of progress which Paramount's Foreign Legion has registered, as well as by the consolidation of effort which has made an even more stalwart foundation for the future progress to be built upon. It has been a sound year financially, constructively, physically and mentally; it has added a twelve-month of sparkling polish to our worldwide accomplishments in film distribution.

It has also been a sound year in a fashion which hearkens more closely to the actual definition of sound. It goes down in history as the year in which the entire film world, not of one country but of all countries, became actually and actively 'sound conscious.' This was one of the most definitive steps in all the colorful history of the screen: actually it brought a new dimension to the film, a dimension practically comparable in human progress to that time when youth, having learned action, stamina, a desire for progress and an ability to read and write, at last begins to think and plan for himself.

Definitely, therefore, Nineteen Twenty-eight earned a place in history as the year in which sound and dialogue first became allied to the film in a general way; and it is the year in which we as an organization first laid our plans

"THE HOUSE THAT SHADOWS BUILT"

World distribution of a truly inspiring biography, "The House That Shadows Built" has already commenced. This book, as most of you know, is the life story of Mr. Adolph Zukor, our leader.

A letter over the signature of O. R. Geyer, director of Foreign publicity and advertising has already been forwarded to every office, urging that all publicity stories on the book, all critical newspaper and magazine reviews, and all photographs of window and other displays should be forwarded to Home Office as received. It is proposed that these be rendered into an everlasting tribute to be presented to Mr. Zukor.

These souvenirs are wanted in every possible language, and they are wanted in as great a profusion as it is possible to obtain.

Please accept in all sincerity this incentive for you to do everything possible in this matter that you are able to.

of concrete consolidation for giving this logical step in the progress of the film to the world.

This progress is being made with every care and degree of precision which can be mustered. It will (to borrow a word you are going to hear and see a lot of), synchronize perfectly with all of the organized operations of the

Foreign Legion. But in the meantime it is important, even beyond the stage of being vital, that every Legionnaire set his mind and his thoughts along the trail of sound and dialogue pictures. Not all of the time, of course, but often and consistently enough for him, and her, to have a mind mobile enough to be able to step into step with sound and dialogue pictures when they arrive at the point of general international distribution.

It is highly interesting to know what film men think of, and it is even more interesting if you can stop their thoughts with a word of command and ask them to instantly write down the major thought in their minds. There was a graphic instance of this at the banquet which terminated last month's convention of branch and district managers of the domestic department. As a portion of the entertainment a highly polished mind-reading act was provided. This man passed among his audience distribution slips of paper, asking his auditors to write a word, or a phrase or anything else, place the slip in an envelope, and conceal it. He then, from the far end of the room, proceeded to read the thoughts.

It thus developed that Mr. Adolph Zukor was thinking of his grandson, Eugene Zukor was thinking of his wife, John C. Graham was thinking of a sentimental date in British film history, Adolphe Osso was thinking of the slogan, "If it's a Paramount picture it's the best show in town!" in French, while two other Legionnaires were thinking of the same slogan in English; Mr. Lasky wrote, "I wonder if he knows that I know how he does it?" with relationship to the performer's work.

Probably the only other moral to this apart from its interestingness, is the fact that sentiment is inseparable from a business which deals as extensively in sentiment as the motion picture business does, and that sentiment is inseparable from the lives of Paramounteers, from the President right down the line.

With "Abie's Irish Rose" about to enter general circulation throughout the world, I call your attention not only to the sublime strain of tolerance and understanding in its international theme, but also to the dedication which the authoress has placed at the beginning of the film. It is a message which must ever be remembered and stressed.

Eugene E. Shauer



A SONG FOR ADOLPHE

This is the cover of a special Adolphe Menjou song which has just been published by one of the largest music publishing houses in Germany and Austria. This song was created to meet a public demand entirely on the initiative of the song house and without cost to Paramount. The publishers credited the photo of Menjou to Paramount and gave prominent display to the Paramount Trade Mark.

MR. GRAHAM AND MAJOR BELL ARE VISITORS TO HOME OFFICE

Mr. John C. Graham, managing director of the organization of Great Britain and Ireland, and general foreign representative of Paramount, was in New York for the major part of November for the purpose of conferring with Mr. Shauer. He was accompanied by Major Charles Bell, O.B.E., who is in charge of Paramount sound picture presentation in England, and who was responsible in a great degree for the success of "Wings" at the Carlton Theatre, London.



John C. Graham

Always a pleasure to see Mr. Graham, it was an even greater pleasure to gather from him at first hand details of the consistently splendid work being performed by the Legionnaires of Division One. Much evidence of this work has been given in these pages during the past many months; but it has been our experience to discover that the innate modesty of the British Paramounters has kept from our desk much that we should have liked to feature in print.

By the time these lines appear Mr. Graham has already speeded back to his great gang of result-recorders, and is all set to convey to them the manifold details of plans and policy gathered during his action-filled stay in the U.S.A.

In the meantime, Major Bell has proceeded to Chicago in order to acquire all possible information with regard to the production and presentation of sound and dialogue pictures.

"Interference", First Paramount All-Talking Picture, is an Inspiring Triumph

Royalty Visits Le Paramount

From The New York Herald (Paris) November 1st, 1928

The Infantas Maria Christina and Beatrix, daughters of Queen Victoria of Spain, on their arrival in Paris Monday visited the special matinee performance at the Paramount Cinema. They were very much impressed with the interior decorations of the hall and the beauty of the outside architecture of the building. After the show they had tea in the Salon de la Rotonde in the Cinema.

A momentous milestone in Paramount history was passed on November 16th when our first all-talking picture, "Interference" had its glittering premiere at the Criterion Theatre, New York City.

Into the making of this film there had gone the heart and soul of the entire organization, for a responsibility involving the reputation of Paramount as leader of the industry had been interwoven with its making. Others had taken a step forward; but it devolved upon Paramount to take the step which would set us at least one year ahead of our nearest competitor. Such a step was "Interference," and the step was taken with a sureness and confidence which have brought well-earned laurels to the members of our production department concerned in it.

JOHN HICKS SPEAKS FROM SYDNEY TO NEW YORK
Conversation Spanning Ten Thousand Miles is Heard Through Amplifier With Perfect Clarity



John W. Hicks, Jr.

One of the greatest advancements in radio-telephonic communication to date was accomplished on November 5th when John W. Hicks, Jr., managing director of the Paramount organization in Australia, New Zealand and sections of the Far East, spoke through the air from Sydney to Station WGY in Schenectady, New York, where a representative of the Home Office Foreign Department, Albert Deane, attended in the unavoidable absence of Mr. E. E. Shauer.

The conversation was arranged by cable at very short notice, but was none the less effective on that account. It covered a period of approximately fifteen minutes, during which time much information relative to sound and dialogue pictures, the current situation in the film world and many other matters of topical interest were discussed. Furthermore an appraisal of "Interference" as an all-talking picture was given over the air, the first time in film history that this had been done.

An interesting point in this instantaneous spanning of ten thousand miles was the fact that although it was 6.30 a. m. on Monday at Schenectady, it was 9.30 p. m. of that same Monday in Sydney.

FAIRBANKS ENTERTAINS FAMOUS FRENCH VISITORS

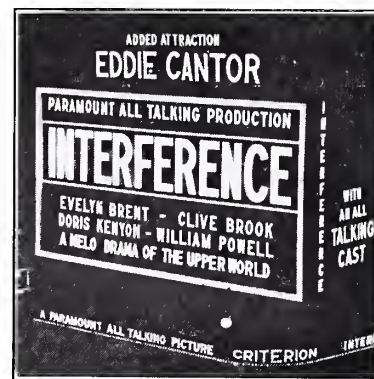


Douglas Fairbanks recently entertained in Hollywood M. and Mme. Maurice Chevalier and M. Louis Aubert. The luncheon was served in Mr. Fairbanks' studio where the star was engaged in the making of his newest picture, "The Iron Mask." In the group above, reading from left to right are: M. Chevalier, M. Leloir, supervisor on technical details in Mr. Fairbanks' picture; Joseph M. Schenck, president of United Artists Corporation; Douglas Fairbanks, Mme. Chevalier, George N. Kates, Paramount foreign dept. representative, and M. Louis Aubert.

EXECUTIVES OF LE PARAMOUNT, PARIS, CABLE THANKS

In response to a special cable sent on November 24th, marking the first anniversary of Le Paramount Theatre, Paris, the following cable was received by Mr. E. E. Shauer:

"Thanking Messrs. Zukor, Lasky, Kent, Shauer and Katz for their wonderful wire, we celebrated our first anniversary by smashing all records, including holiday figures, with 'Wings.'" (sgd.) Shauer, Ullmann.



"Interference" is unqualifiedly the present wonder and marvel of the film industry. Uncannily perfect recording of incidental sounds, flawless acting and perfect suspense are but a few of the features which caused the critics (up to this time concertedly opposed to talking pictures) to write in the strain indicated in the reviews below.

A program of all-talking pictures accompanied "Interference." This consisted of an address by Daniel Frohman, two songs by Ruth Etting, and an hilarious sketch starring Eddie Cantor—all of them Paramount talking pictures.

We have told you something of "Interference." Later on you will see and hear it. But for the meantime let us give to you the following critical newspaper reactions to the production:

"INTERFERENCE"—ACCORDING TO THE CRITICS

THE NEW YORK WORLD: With the presentation at the Criterion Theatre last night of an audible screen version of the English melodrama, "Interference," the Paramount Company takes an easy lead in the seething field of talking films, and at the same time brings to New York one of the most amazing exhibits that ever I have seen in any theatre. (Then followed a half column of most astounding enthusiasm)... It is, however, possible to issue a madly enthusiastic call to my friends of this town to go there to the Criterion and see a most astonishing spectacle.

THE NEW YORK TIMES: The audible screen adaptation of the play "Interference" is in many respects so remarkable that it may change the opinion of skeptics concerning talking photo plays. The vocal reproductions are extraordinarily fine and the incidental sounds

(Continued on Page 6)

CONGRESO NACIONAL DE GERENTES

El Congreso semianual de gerentes de sucursales y distritos del Departamento Nacional de la Paramount se celebró en uno de los salones situados en el piso 26 del Edificio Paramount, y duró cuatro días comenzando el 12 de Noviembre. A las sesiones del Congreso asistió una representación del Departamento Extranjero, la cual salió altamente satisfecha de las deliberaciones del Congreso, las cuales son de gran importancia para el futuro de nuestra Compañía en lo que a las relaciones con los países del extranjero se refiere. Los señores John C. Graham, Adolphe Osso y Henri Klarsfeld, que se hallaban en Nueva York durante la celebración del Congreso, asistieron a todas sus sesiones.

ESTACION RADIOEMISORA PARAMOUNT

El día 11 de noviembre, conmemoración del Armisticio, se celebró en Hollywood la apertura de la estación radioemisora KNX. Mr. Lasky, primer vicepresidente de la Paramount Famous Lasky Corporation y director general de producción, habló por teléfono desde Nueva York. Charles Rogers, Nancy Carroll, Wallace Beery, Lupe Vélez y James Hall cantaron varias canciones. Otras luminarias de la Paramount tomaron asimismo parte en la ceremonia. La estación KNX es una de las tres estaciones más potentes de los Estados Unidos y por esta razón puede ser oída por los radioescuchas de cualquier parte del mundo. Si el paramoulista posee un buen aparato receptor es fácil que consiga la estación KNX.

"WINGS SETZT SICH AUCH IN SPANIEN DURCH

Eines der wunderbarsten Kabel des vergangenen Monats war die Nachricht, welche Herr E. E. Shauer von Herrn Messeri, dem General Direktor der Matador Division erhielt und die von der ersten Vorführung von "Wings" in Spanien berichtet. Dieses Ereignis fand im Avenida Theatre in Barcelona statt. Nicht nur die Presse war von diesem Film begeistert, sondern auch die bekanntesten spanischen Flieger nahmen mit sichtlichem Vergnügen an der Vorführung teil und lobten die Exaktheit und allgemeine Unterhaltung dieses Films.

NUEVO TEATRO PARAMOUNT EN SUECIA

El viernes, 19 de octubre, el Departamento Extranjero de la Paramount asumió la gerencia del magnífico Teatro China, de Estocolmo, Suecia. Al acto de la inauguración asistió Melville A. Shauer, gerente general de los teatros Paramount en Europa. El nuevo teatro estará bajo la inmediata supervisión de Carl P. York, gerente general de la Paramount en los países escandinavos.

"LAS CUATRO PLUMAS"

Ahora más que nunca parece que "Las cuatro plumas" viene reconociéndose como la más grande película que nunca haya producido la Paramount. Retenga este hecho en su memoria, después vaya fijándose en el progreso de este film supremo, el cual ha sido creado con sonidos y diálogo por los dos mismos directores que brindaron al público la enorme película "Chang."

DESENMASCARANDO AL DIABLO

(NOTA: El siguiente editorial está reproducido del 'The Motion Picture,' órgano oficial del Motion Picture Producers and Distributors of America, Inc. Lo reproducimos aquí porque destruye ciertos prejuicios internacionales que deben ser destruidos en todas partes.)

El banquete de la Convención en Toronto (Canadá) de todos los propietarios de Cinematógrafos en América, llegó al momento de las 11.30 en que todos los banquetes, grandes o pequeños, acostumbra alcanzar a dicha hora de la noche. Los comensales estaban ya cansados de discursos y una buena orquesta se estaba preparando para tocar los mejores piezas bailables de su repertorio.

En este momento ocupó la tribuna un hombre alto y delgado: el Reverendo Williams Murdock MacLeod, presbítero de Pinehurst, N.C., E.E. U.U. El clamor de protesta fué casi general, pero a los tres minutos, el flaco, peradeante cura de la aldea campesite, había hecho tanto en favor de su auditorio como hubieran podido hacer en el mismo tiempo, Al Jolson, Eddie Cantor o cualquier otro de sus rivales.

"Algunos de mis reverendos her-

manos,"—dijo el pastor entre otras cosas, "suelen predicar que el cine es obra del diablo. ¡Yo estoy ya cansado de oír que debemos tanto al espíritu del mal! Cuando veo a un inventor trabajando en un aparato de proyección y a otro trabajando en una cinta de celuloide, ambos desconociendo sus esfuerzos y sin fijarse que el invento de uno complementa el invento del otro, no podría sentirme un buen cristiano sino viera en dicha obra más la mano de Dios que la del diablo."

"Cuando voy al cine y encuentro en el espectáculo la expansión que necesita el hombre después de todo un día de trabajo; cuando veo el eterno drama del bien que triunfa sobre el mal, llevado ante mí con artístico ingenio; vuelvo a mi trabajo un hombre mejorado por no decir mayor.

"Exceptuando dos excursiones que hice a la Carolina del Norte, este es el primer viaje que hago en mi vida. ¡Pero no es la primera vez que veo el mundo! He visto ya las altas montañas de Suiza, la Bahía del Plata, el paraíso de la costa mediterránea, las empinadas cumbres del Himalaya.... ¡He estado, incluso, en otra ocasión en el Canadá! El cine me ha proporcionado grandes conocimientos sobre el planeta que habitamos, beneficiando por lo tanto mi obra como ministro del Evangelio."

AMÉRICA RECIBE A MAURICE CHEVALIER

Después de su triunfal entrada en Nueva York, Maurice Chevalier fué a recoger todavía un mayor triunfo en la capital de Cinelandia, Hollywood. La estación del ferrocarril estaba especialmente adornada para su recibimiento y a través de las calles de la ciudad el ídolo parisiense fué llevado como un héroe. Al publicar este acontecimiento, The Paramount Studio News rinde también entusiasta tributo a este gran astro francés el cual, próximamente, difundirá su arte por el mundo entero, gracias a las universalmente conocidas películas Paramount.

Further Details of "Wings" Campaign in Madrid, Spain

"Wings" was a terrific success in its first Spanish presentation at the Avenida Theatre, Madrid. This much we conveyed in a cable published last month. Since then we have received word from M. J. Messeri, managing director of the Spanish organization, in which he gives additional details. To quote from his letter:

"The Avenida was sold out days in advance and the S.R.O. sign was hanging out for ten consecutive days. A big Junker plane flew between Madrid and Seville with the name of the theatre and "Alas" ("Wings") painted on its wings. This aeroplane also flew at a low altitude over Madrid every day for an hour, so that the entire city knew that "Wings" was going to play at the Avenida. Newspaper space for a like effect would have cost at least one hundred times as much as the plane did. As a matter of fact, the second day that "Wings" was screened the Spanish Minister of War died, and during his funeral there were six aeroplanes circling over the cortege. The public was so obsessed by the aeroplane propaganda for "Wings" that the general exclamation was: "Oh, look!" They are using those planes to advertise 'Wings' again!"

"LOS PECADOS DE LOS PADRES," OTRO TRIUNFO DE JANNINGS

La más reciente película de Emil Jannings, "Los pecados de los padres," producida por la Paramount, bajo la dirección de Ludwig Berger, es otra obra maestra supremamente emocionante. La gran estrella interpreta cinco diversas caracterizaciones en una historia de gran potencialidad dramática, y tiene la completa seguridad de que la película constituirá un verdadero éxito de público en todas partes del mundo. Ruth Chatterton, la notable "estrella" teatral, hace maravillas en el papel de protagonista femenina.

UN ESPLÉNDIDO TELEGRAMA DE Mr. SHAUER

En otra página de este número, la dedicada a Maurice Chevalier, publicamos un magnífico telegrama cursado por Mr. Shauer, el cual usted debiera indudablemente traducir para el órgano local de su teatro. Dicho telegrama fue dirigido al Paramount Studio News como una prueba de aprecio del departamento extranjero por la espléndida manera en que fué recibido Maurice Chevalier a su llegada a Hollywood. El mensaje telegráfico de Mr. Shauer es incluso algo más que la expresión de agradecimiento por una "estrella": es un símbolo de nuestra complacencia y de la creciente atención internacional de la industria cinematográfica.

GRANDES AUGURIOS SOBRE "ALTA TRAICION"

Pasando revista a las grandes películas Paramount de las cuales se esperan grandes resultados en los próximos meses, tenemos que dedicar atención especial a la famosa "Alta traición" ("The Patriot"). Mr. Shauer está convencido de que esta maravillosa película de Emil Jannings será uno de los mayores éxitos de todas las distribuidas por esta Legión Extranjera de la Paramount que se extiende por todo el mundo, y está seguro de que cada legionario o legionaria dedicará a dicha película sus mayores esfuerzos con el fin de que tenga un éxito adecuado a su grandeza.

LA PELÍCULA PARAMOUNT DEL POLO SUR

En este número damos muchos más detalles sobre la super-impressionante "filmación" de la expedición del Comandante Byrd al Polo Sur, que se hace para ser distribuida exclusivamente por la Paramount en todo el mundo. Este film vendrá a ser como un "Chang" polar, y recomendamos a usted encarecidamente le dispense el máximo interés, despertándolo a la vez en el territorio de su jurisdicción.

LA PRIMERA PELÍCULA PARAMOUNT CON SIR HARRY LAUDER

"La Torre del terror," en la que aparece por primera vez como estrella el cómico escocés de fama mundial Sir Harry Lauder, se está explotando en Inglaterra con tales efectos que estamos dispuestos a dedicar una página entera de este número a los resultados de dicha película, por lo que se refiere a publicidad y explotación. Paramount presenta la película por todo el mundo y, sin duda alguna, los demás países estudiarán, en provecho propio, los principales rasgos de dicha campaña la cual ha proporcionado a la mencionada película una tal prominencia en toda Inglaterra.

Información adicional española en la página 12



Exterior of the Avenida Theatre, Madrid, by night, showing the very splendid exploitation for "Wings." By all means note the large illuminated line about "A Paramount Picture."

It is very pleasing to note that Mr. Messeri gives full credit for the success of the "Wings" campaign in Madrid to Antonio Blanco, chief of the publicity department of the Spanish organization; and we are also very glad to reproduce Mr. Blanco's likeness and to tell you a few things about him, on another page of this issue.

CITIES TO WHICH THE PRIZES MAY GO

- LONDON
- PARIS
- BERLIN
- STOCKHOLM
- ROME
- SYDNEY
- RIO DE JANEIRO
- BUENOS AIRES
- SANTIAGO
- KOBE
- MELBOURNE
- BRISBANE
- ADELAIDE
- PERTH
- LA UNCESTON
- WELLINGTON
- AUCKLAND
- BATAVIA
- SOERABAIA
- SINGAPORE
- HAVANA
- SAN JUAN
- SANTIAGO DE CUBA
- STRASBOURG
- NANCY
- RENNES
- LILLE
- MARSEILLES
- BORDEAUX
- LYON
- ALGIERS
- TUNIS
- CASABLANCA
- CAIRO
- BRUSSELS
- AMSTERDAM
- BASEL
- HAMBURG
- DUSSELDORF
- FRANKFURT A/M
- MUNICH
- LEIPSIG
- BRESLAU
- KOENIGSBERG
- VIENNA
- BUDAPEST
- PRAGUE
- ZAGREB
- WARSAW
- LEMBERG
- REVAL/TALLIN
- RIGA
- KOVNO
- HELSINGFORS
- CLUJ
- LEEDS
- LIVERPOOL
- BIRMINGHAM
- MANCHESTER
- NEWCASTLE-ON-TYNE
- DUBLIN
- CARDIFF
- GLASGOW
- CALCUTTA
- NAPLES
- FLORENCE
- BOLOGNA
- MILAN
- TURIN
- VENICE
- GENOA
- TRIESTE
- PALERMO
- TOKYO
- HAKATA
- SAPPORO
- SEOUL
- MEXICO CITY
- GUATEMALA CITY
- CRISTOBAL
- COPENHAGEN
- OSLO
- SAO PAULO
- JUIZ DE FORA
- RIBEIRAO PRETO
- BOTUCATU
- RECIFE
- PORTO ALEGRE
- BELLO HORIZONTE
- CRUIZERO
- CURITYBA
- ROSARIO
- SAO SALVADOR
- BAHIA BLANCA
- CORDOBA
- MONTE VIDEO
- VALPARAISO
- CONCEPCION
- IQUIQUE
- LIMA
- LA PAZ
- BARCELONA
- MADRID
- BILBAO
- VALENCIA
- SEVILLE
- LA CORUNA
- LISBON

CHILE BARELY LEADS MEXICO: FIRST CONTENDERS FOR STARS' PRIZES ANNOUNCED

With just two months more of figures to list in these standings of the "Greatest Year!" Contest, we are taking the rather extensive liberty of listing the leaders in the contest as the prospective, and respective, winners of the Placque, the Banner and the Parchment. This is no stroke of prophecy on our part: it is simply stating the case as the figures prove it to be.

We are, in addition, gladly announcing some of the leaders who line up as prospective winners of the ten prizes donated by the Paramount stars. These prizes are again shown to you from Page 24 of this issue: but the announcement with regard to their probable winners is to be found at the bottom of this page.

OVER QUOTA (as at November 1st.)

PROSPECTIVE WINNER OF THE MAGNIFICENT PLACQUE

CHILE
Chile, Peru, Bolivia..... 118.58

PROSPECTIVE WINNER OF THE MAGNIFICENT BANNER

MEXICO..... 115.48

PROSPECTIVE WINNER OF THE MAGNIFICENT PARCHMENT

FRANCE
France, Belgium, Switzerland, Egypt, Northern Africa 106.81

OTHER DIVISIONS OVER QUOTA (AS AT NOVEMBER 1st)

JAPAN
Japan, Korea, China, Philippine Islands..... 106.27

CANAL ZONE
Panama, Colombia, Venezuela, Jamaica, Trinidad 105.77

INDIA..... 103.47

UNDER QUOTA (as at November 1st.)

ARGENTINA
Argentina, Uruguay, Paraguay..... 98.08

CENTRAL AMERICA
Guatemala, etc. 96.82

AUSTRALIA
Australia, New Zealand, Java, Straits Settlements, Siam 93.80

GREAT BRITAIN
England, Scotland, Wales, Irish Free State..... 92.57

BRAZIL..... 91.75

PORTO RICO..... 91.63

SPAIN
Spain, Portugal 90.18

CUBA..... 88.84

SCANDINAVIA
Sweden, Norway, Denmark 86.03

CENTRAL EUROPE
Austria, Hungary, Czecho-Slovakia, Poland, Latvia, Jugo-Slavia, Turkey, Greece, Roumania 78.60

HOLLAND..... 74.79

ITALY..... 74.15

GERMANY..... 66.66

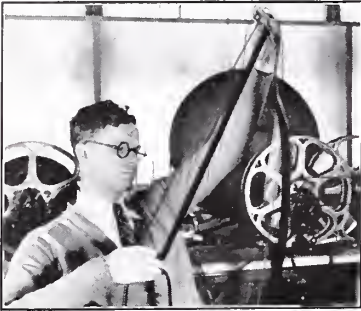
CURRENT LEADERS IS SECTION FOR STARS' PRIZES

The above depiction of the Standings of the respective divisions as at November 1st is proof that these figures carry details of the October performances. Inasmuch as these performances will be weighed in determining the winners of the Stars' Prizes for the best October-November-December performance of any division in the corresponding period of any previous year, it is interesting to note that the divisions listed below have, during October, far exceeded the best October performance in any of their respective previous Octobers, and hence loom up handsomely in the race for the prizes. It should be mentioned here, however, that this is but the first of the three months, and that we shall undoubtedly hear forcefully from some of the unlisted divisions during the current month.

However, these are the leaders as at November 1st (Not listed in order of accomplishment), but simply as a matter of record:

FRANCE, HOLLAND, BRAZIL, ARGENTINA, CHILE, MEXICO, CANAL ZONE, SPAIN.

Our Page Dedicated to Sound and Dialogue Pictures



THE CUTTER IS KING

With the advent of talking pictures the customary highly specialized position of film cutter, where precision has always been a vital necessity, becomes one infinitely more specialized. With talking pictures a hundredth of an inch can make a tremendous amount of difference, so a microscopic eye and the ability to handle intricate apparatus for measuring and synchronizing become vital adjuncts to the cutter. As an additional point of interest we reproduce a picture of Merrill White, expert cutter of the Paramount Sound Studios in Hollywood.



STAR OF "THE LETTER"

Jeane Eagels, celebrated stage star, who played the principal role in "Rain" on the American stage for almost five years, is starred in "The Letter," which is being made as an all-talking picture by Paramount in the company's Long Island studio. The W. Somerset Maughan play-picturization is employing a supporting cast quite in keeping with the nationality of the author, Herbert Marshall hailing from London, and O. P. Heggie from Adelaide, Australia.

CONVENÇÃO DO DEPARTAMENTO DOMESTICO

No dia 12 de Novembro foi inaugurada no 16º andar do Edifício Paramount em Nova York a Convenção Semestral dos gerentes das diversas seções e distritos do Departamento Domestico. Os trabalhos prolongaram-se durante quatro dias. O Departamento Extrangeiro também assistiu, e ouviu varias importantes declarações que oportunamente serão objecto de publicidade.

HIGHLIGHTS OF THE PARAMOUNT SOUND AND TALKING PICTURES NEWS OF THE DAY

Richard Dix, who was on the legitimate stage before going into motion pictures, will make his next production, an all-talking film, at the Paramount Long Island Studio. The convention delegates were fortunate enough to hear Dix in a one-reel talking film especially prepared for the occasion. Ruth Chatterton is a prominent member of

the cast of "The Dummy," one of Paramount's current all-talking films. ZaSu Pitts and Mickey Bennett are also in the same picture. Lois Wilson and Edward Everett Horton have been signed by the Christie Film Company to appear in a series of two reel all talking comedies for distribution by Paramount. Richard Wallace is direct-

To JESSE L. LASKY

By CECIL HOUSE
Dallas (U.S.A.) Salesman

(Published in "The Greatest Year," domestic sales department organ)

Persevering genius of the screen,
Art his life, and life his earnest art,
Revealed in scenes of truth and beauty's sheen,
And literature's most vivid counterpart;
Master of the "living shadow" notion,
Overlord of public entertainment;
Untiring in his service and devotion,
Nor garish in his glory of attainment,
Toil his creed, giving joy his god,

Lifting countless hearts of street or clod,
And to his modest hand is tribute given,
Scoring his own right to lasting fame,
Kind fate may yield that other claims are risen,
Yet none may score above the LASKY name!

TURNBULL ASSOCIATE SOUND PICTURE PRODUCER AT PARAMOUNT HOLLYWOOD STUDIO

Hector Turnbull, who has occupied several important executive and editorial positions with Paramount, has been named an associate producer of sound pictures at the Hollywood studios by B. P. Schulberg, general manager of west-coast production.

In making the announcement, Schulberg made public his plans for a new producing policy in the making of talking motion pictures.

"Because of the necessity for closer co-ordination between the director and the associate producer supervising the production of synchronized pictures, due primarily to the difficulties of editing and cutting sound films as compared to silent productions, Paramount has evolved a system which will result in a close unity of effort between the executive and directorial branches of the studio organization," he declared. "Under this

new arrangement, the associate producer and director will co-operate in the production of pictures on the sound stages, working out together on the 'set' the many complex questions of dialogue and synchrony which enter into the filming of audible productions."

Turnbull's first assignment as an associate producer is "The Dummy," a 100 per cent talking picture now being filmed under the direction of Robert Milton, long noted as a stage director.

ENGLISH JOURNALISTS "SOUNDLY" THRILLED BY VISIT TO PARAMOUNT HOLLYWOOD STUDIO

A group of distinguished English journalists visiting Hollywood received what they describe as "their greatest thrill since coming to America," when they heard their own voices come through the giant loud speakers on one of the sound stages of the Paramount studios. Their visit to the stage where talk-in pictures are made was one of the series of surprises for when they first entered the building, a mysterious voice boomed out a welcome to them and called them each by name.

They were then introduced to Roy J. Pomeroy, director of sound effects and the maker of "Interference," Paramount's first all-talking film, who answered their questions concerning the making of talking pictures. Unknown to them, their questions and Pomeroy's answers were being recorded over

microphones so that a few moments after the interview was concluded, they heard themselves asking the questions all over again. So enthusiastic were they over the recording system that they were given individual voice tests which were immediately "played back" to them over the reproducing apparatus.

The following comprised the party: Sir George Armstrong, Lancashire Daily Post; William Cowper, Barrow's Yorkshire Evening News; Ralph De Blumenfeld, London Daily Express; and President of the Institute of Journalists; William Clarke, Belfast Telegraph; W. I. T. Collins, South Wales Argus; H. G. Davey, Barrow's Worcester Journal; Sir Charles Igglesdon, Kentish Express, and Henry Collinson Owen, Glasgow Sunday Mail.

ing Maurice Chevalier in the famous French star's first Paramount talking comedy-drama, "The Innocents of Paris." John V. A. Weaver, poet, playwright and novelist, who has achieved a distinct rank in contemporary literature by his knowledge of slang, has been signed by Paramount as one of its staff of dialogue writers for forthcoming sound and dialogue films.

W. R. Fraser, General Manager of Harold Lloyd Corporation on Sound Pictures

The following statement, by the business head of the organization producing Harold Lloyd feature comedies for Paramount release throughout the world, should undoubtedly prove of considerable interest in helping to clarify the situation with regard to the advent and adequate use of sound and dialogue in modern motion pictures:

Talking motion pictures will have to maintain the high standard of the best silent product, if they are to meet with the same degrees of success, in the opinion of William R. Fraser, general manager of the Harold Lloyd Corporation.

"For the present, talking and sound pictures are an extreme novelty and in the public's eagerness for something different, good and bad pictures are being patronized. But this novelty is going to wear off, before many months, and the same discrimination being shown by theatre goers in the selection of their silent drama entertainment today, will then be exercised as far as sound or talking pictures are concerned.

"Theatregoing can become a habit, but a habit easily broken by a string of poor entertainment. Talking pictures undoubtedly are proving the greatest boom the industry has had for years. They have injected life giving blood into an industry that was literally suffering from hardening of the arteries through too rich living. The film doctors have provided a tonic, in talking and sound pictures, that will restore the old time vigor of the industry provided the proper attention is devoted to "diet," which happens to mean nothing more than a continued output of pictures that have some backbone, human interest, general appeal.

"Wise producers long since noted the way the industry was drifting and took full cognizance of the situation. These same producers will be leading the parade when the year's development in sound pictures is checked up."

"INTERFERENCE" REVIEWS

(Continued from page 3)

have been registered with consummate intelligence.

THE NEW YORK EVENING WORLD: A further stride toward perfection in talking movies was taken last night at the Criterion Theatre when "Interference." Paramount's first 100 per cent. dialogue picture, had its premiere. For this picture doubtless approaches nearer than any predecessor to what talking movies ultimately will attain.....Such is "Interference," a gem of dialogue.

Colorful Sidelights on Paramount Production Activities



PRODUCTION NOTES FOR YOUR MENTAL NOTEBOOK

"What A Night!" is the title of the current Bebe Daniels starring picture. Ruth Chatterton, who scores a notable success as leading woman for Emil Jannings in "Sins of the Fathers," will play the heroine in "The Dummy," a forthcoming all-talking picture for Paramount. O. P. Heggie, Australian actor, has signed a Paramount contract for one year, during which time he will be in three pictures in addition to his current work in "The Letter," starring Jeanne Eagels. Jack Luden has signed a new Paramount contract as a result of his work in "Sins of the Fathers." George Marion, Jr., snappy and satirical sub-titler, has also signed a new Paramount contract which he will enter upon after he returns from an European vacation. Crauford Kent is in the cast of "The Wolf of Wall Street." John Loder, Mr. Lasky's English "discovery," is leading man in "Sunset Pass." The cast of "The Doctor's Secret," made as a Paramount all-talking picture from Sir J. M. Barrie's "Half An Hour," includes H. B. Warner, Ruth Chatterton, Robert Edeson, Ethel Wales and John Loder. Following "Redskin," Richard Dix will next make an all-talking picture in the Paramount Long Island Studio.

William Powell, unexcelled Paramount character actor, has been signed by that company to a new long-term contract. Mickey Bennett, child player remembered for his work in "Big Brother," has the title role in "The Dummy," Paramount's first all-dialogue feature length comedy.

KRALY PREPARING NEXT JANNINGS STORY

Hans Kraly, who scenarized "The Patriot," also will prepare Emil Jannings' next Paramount picture for the screen. The story is an original by Victor Schertzinger. It will probably be directed by Lewis Milestone.

AN IMPISH PERSONALITY IN A QUINTETTE OF POSES

Paul Guertzman, discovered by Mr. Lasky in Paris and signed as a member of the Paramount stock company, is here shown in some of the fashions he will display in "The Wolf of Wall Street." Paul, whose fifteen years have been crowded with experiences, does excellent work in Bancroft's film.



MASTERFUL MENJOU

This is a chapter in a letter sent to O. R. Geyer, director of Foreign Publicity, by Jerome Lachenbruch, director of publicity in Berlin:

"A Gentleman of Paris' veritably brought down the house at the opening in the Gloria-Palast. It was the biggest surprise of the year, not only to the press and public, but also to us. We knew we had a very good picture, but we did not know that the audiences at this big first run theatre would classify the picture as a Special. The reviews were simply wonderful. The Berliner Tageblatt, anything but cordial to every picture it reviews, started off with the sentence: 'This is the first absolutely perfect picture of the season....' The criticisms are reflected at the box office and the picture will certainly stay at the Gloria for a run."



IT'S EASY, BILL!

William Powell, Paramount star, who has the role of the dapper detective in the picturization of "The Canary Murder Case," learns from the author himself—S. S. Van Dine (and that's not his real name, either), just how easy it is to unravel murder mysteries. In this particular case it would appear to us that the best formula of all is to look at the back of the book. "The Canary Murder Case" has just been completed by Paramount.

EVELYN BRENT SIGNS NEW CONTRACT

Because of her outstanding portrayal of Deborah Kane, fascinating adventuress, in "Interference," Evelyn Brent has been signed to a new Paramount contract.

Critics who have viewed "Interference" declare that Miss Brent's work in the talking role excels even the sterling characterizations she has given in "Underworld," "The Drag Net," "The Last Command" and other recent films.

HAROLD LLOYD'S NEW PARAMOUNT RELEASE

Now that he has determined to go into the dialogue field of pictures, Harold Lloyd is going to see the job well done.

Lloyd is deep into his new production, but took time off to make another test in the new Christie sound stage at the Metropolitan studio, convincing himself beyond any doubt that his voice is ably suited for dialogue pictures.

The comedian will pursue a production policy with his picture which he feels will guarantee him the same high class results he always has obtained. He will first complete his silent version, for Lloyd has to keep in view the world market, considering that his pictures play in every civilized nation on the globe, and following the completion of his previews will add the sound and dialogue.

This is certain to prove the most efficacious method in his case, for it is all important with Lloyd that his production first stand on its own legs as motion picture entertainment.



"OO-O-O-O-O-O-HHH!"

Wallace Beery, more than two hundred pounds of hugeness, height and hemanness (that last is our own word), tried to stop a caterpillar truck with his finger during the making of a Paramount picture. Then he found out what a well-equipped Health and Welfare Department the Paramount Studio possesses. The department, about which so little fuss is made, is nevertheless a very vital factor in the successful production of Paramount pictures, since it wages unrelenting war against disease and accidents in the gigantic Hollywood film city. It is under the direction of Dr. E. Stern, Paramount's director of welfare work.

BACLANOVA SIGNS NEW PARAMOUNT CONTRACT

Baclanova, fiery Russian stage and motion picture player who has made a name for herself through her performances in several Paramount pictures, has been awarded a new contract with that company which calls for her exclusive services over an extended period.

Though in America but a short time Baclanova has become famous through her work in Jannings' "The Street of Sin," "Forgotten Faces," "The Docks of New York" and "Avalanche," a Zane Grey special production. The Russian tempest is now playing a featured role in "The Wolf of Wall Street," George Bancroft's newest starring picture for Paramount with direction by Rowland V. Lee.

MRS. WILLIAM J. LOCKE TO ADVISE ON "THE FOUR FEATHERS"

Mrs. William J. Locke, wife of the British author, is in the movies. She has been signed by Paramount to act as adviser in the filming of British sequences of the Schoedsack-Cooper courage film, "The Four Feathers." Mrs. Locke is a friend of A. W. Mason, author of the story. The two makers of "Chang" and "Grass" are making fine progress with interior scenes of their film, with a cast including Richard Arlen, Clive Brook, Fay Wray, Noah Beery, William Powell and Theodore von Eltz.

THE LONDON DAILY MAIL SAYS—

"Let our directors, scenario writers, cameramen, and heads of companies consider one scene in 'Forgotten Faces,' an American picture whose excellence consists in a blend of the speed of the true American picture of the past and the subtlety and insistence on purely pictorial and non-theatrical terms of the best German pictures."

DIE VERTREIBUNG DES TEUFELS

(ANMERKUNG: Der folgende Artikel ist "The Motion Picture" entnommen, welches das offizielle Organ der Motion Picture Producers and Distributors of America, Inc., ist. Wir geben den Artikel hier wieder, da er gewisse Qualitäten von Internationalität aufweist, welche, unserer Ansicht nach, bis ans Ende der Welt verkündet werden sollten).

Das Bankett der Toronto (Kanada) Konvention der Filmtheater Besitzer Amerikas erreichte um 11:30 Uhr den Punkt, welchen alle Bankette, ohne Ausnahme wie sie auch sein mögen, gewöhnlich um 11:30 Uhr erreichen. Die Anwesenden hatten genug Reden gehört und geschwungen und ein gutes Orchester wartete, um mit der Tanzmusik zu beginnen.

Da wurde ein grosser, schmaler Mann vorgestellt—der Geistliche William Murdoch von Pinehurst, N. C. (Vereinigte Staaten), ein Protestant. Missfällige Bemerkungen wurden überall laut; doch schon nach drei Minuten hatte der zwinkernde Mann von den Föhren Hügeln die ganze Audiens in seinen Bann geschlagen, wie es Al Jolson, Eddie Cantor oder irgend ein anderer bekannter Jazzsänger nicht besser vermocht hätte.

Er sagte unter anderem: "Viele meiner geistlichen Brüder predigen, dass der Film das Werk des Teufels ist. Ich habe lange genug mit angehört, dass der Teufel derartig gehört wird. Wenn ich bedenke, dass ein grosser Erfinder an einem Vorführungsapparat und ein anderer an der Verbesserung von Zelluloidstreifen arbeitet, und der eine dabei nichts von den Mühen und Anstrengungen des anderen weiss, und wie sich diese beiden Erfindungen dann später gegenseitig vervollständigen, dann wäre ich kein guter Christ, wenn ich glauben würde, dass der Satan und nicht die göttliche Vorsehung ihre Hand im Spiele hatte."

"Wenn ich ins Kino gehe und Erholung finde, welcher doch ein jeder Mann nach einem schweren Tagewerk bedarf, und wenn ich dann das ewige Schauspiel, nämlich dass das Recht über das Unrecht siegt, sehe, dann gehe ich als besserer, und ich hoffe, auch als grösserer Mann an meine Arbeit zurück."

"Dieses ist eigentlich meine erste grössere Reise ausser dem Besuch zweier Gemeinden in North Carolina (Staat in den F. S.). Doch es ist beiläufig nicht mein erster Blick in die Welt. Ich kenne die Alpen, den Hafen von Buenos Aires, das Paradies des mittelländischen Meeres und die rauhen Gipfel des Himalayas. ICH BIN SCHON OEFFTER IN KANADA GEWESEN! Der Film hat mein Wissen erweitert und viel dazu beigetragen, um meine Arbeit als Verkünder des Evangeliums besser verstehen zu können."

VORSCHLAEGE FUER KONTEST PREISE

Wir freuen uns, Ihnen mitteilen zu können, dass ein weiterer ermunternder Schritt unternommen wurde, um unsere Bitte zu unterstützen, Vorschläge für diesen "Bedeutendstes Jahr!" Kontest einzusenden. Die Entwürfe sind für die Metallplatte, Banner und Pergament bestimmt, die zusammen mit Bargeldpreisen an die siegreichen Abteilungsleiter verabfolgt werden sollen. Preise von je 100 Dollars sind für die besten Vorschläge ausgesetzt worden. Alle an diesem Kontest Interessierten müssen ihre Vorschläge bis Ende dieses Jahres, und zwar an Herrn Seidelman adressiert, nach New York senden. Die Richter in diesem Preisausschreiben sind die Herren E. E. Shauer und Seidelman.

EIN HERRLICHES TELEGRAMM VON HERRN SHAUER

Auf einer anderen Seite—und zwar der, welche Maurice Chevalier gewidmet ist—gelangte auch ein Telegramm zum Abdruck, das von Herrn Shauer geschrieben wurde, und welches Sie auch in Ihrem Hausorgan übersetzt bringen sollten. Es war der Paramount Studio News von der Auslandsabteilung als Danktribut für die wunderbare Art, in welcher Maurice Chevalier bei seiner Ankunft in Hollywood empfangen wurde, gesandt. Das Telegramm ist nicht eine gewöhnliche Form des Dankes, sondern es ist ein Symbol unserer Freude an der immer wachsenden Internationalität der Film Industrie.

MAURICE CHEVALIER'S AMERIKANISCHER EMPFANG

Nach seinem begeistertsten New Yorker Empfang erlebte Maurice Chevalier in Hollywood einen noch viel grösseren Triumph. Man hatte für ihn einen speziellen Empfang am Bahnhof arrangiert und seine Fahrt durch die Stadt gestaltete sich zu einem glorieichen Siegeszug. Die Paramount Studio News, welche sich eingehend mit diesem Ereignis befasste, zahlte diesem grossen französischen Star, der seine Kunst nun durch Paramount's Vermittlung der ganzen Welt zukommen lassen wird, eine Serie herrlicher Tribute.

"SUENDEN DER VAETER" EIN WEITERER JANNINGS-TRIUMPH

Emil Jannings' neuester Paramount Film "Sünden der Väter," welcher von Ludwig Berger inszeniert wurde, ist ein weiteres ungewöhnlich packendes Meisterwerk dieses Künstlers. Der grosse Star verkörpert in dieser dynamisch-starken Filmgeschichte fünf verschiedene Charaktere, und wir sind überzeugt, dass dieser Film in allen Teilen der Welt grossen Anklang finden wird. Ruth Chatterton, Star der Sprechbühne, leistete in ihrer Rolle als Jannings' Gegenspielerin ausgezeichnete Arbeit.

GROSSE DINGE WERDEN VOM "PATRIOT" ERWARTET

Wenn wir von Paramount Grossfilmen sprechen, von denen wir in den nächsten Monaten grosse Dinge erwarten, so müssen wir dem "Patriot" einen enormen Teil unserer Aufmerksamkeit zuwenden. Herr Shauer glaubt, dass dieser fabelhafte Jannings-Lubitsch Film mit Leichtigkeit als einer der grössten Rekordbrecher bezeichnet werden kann, der je von der Paramount Auslandsabteilung vertrieben wurde, und er rechnet damit, dass ein jeder Legionair seine oder ihre ganzen Kräfte anspannen wird, um diesen Film zu dem ihm gebührenden Erfolg zu verhelfen.



Negri in Berlin

Pola Negri in "Three Sinners" ran for more than two weeks at this theatre, the Universum Am Lachenbruch, in recounting this fact draws attention to the fact that the Paramount Trade Mark was displayed on both sides of the lobby, and the line 'A Paramount Picture' used in conjunction with the title over the lobby entrance.

KONVENTION DER ZENTRALE

Die halbjährliche Konvention der Filial- und Distriktleiter der Inland Abteilung wurde, beginnend am 12. November, vier Tage lang im 26. Stockwerk des Paramount Gebäudes, New York City, abgehalten. Die Auslands-Abteilung nahm gleichfalls an dieser Zusammenkunft teil und hörte viele wichtige Verkündigungen, über die demnächst berichtet wird. Die Herren John C. Graham, Adolphe Osso und Henri Klarsfeld, welche sich gerade in New York aufhielten, waren auch zugegen.

PARAMOUNTS RADIOSTATION EROEFFNET

Am 11. November, Waffenstillstand Tag, wurde Paramount's eigene Radiosendestation, KNX, von Herrn Lasky eröffnet. Da sich die Station in Hollywood befindet, sprach Herr Lasky per Telefon von New York aus. Ausser Charles Rogers, Nancy Carroll, Wallace Beery, Lupe Velez und James Hall, welche Lieder zum besten gaben, nahmen viele andere Paramount Stars aktiv an den Einweihungs-Zeremonien teil. Die Station KNX ist eine der drei bedeutendsten Stationen der Vereinigten Staaten und es wird behauptet, dass sie in der ganzen Welt gehört werden kann. Falls Sie ein kräftiges Radio haben, so versuchen Sie doch einmal, ob Sie nicht KNX in Hollywood erhalten können!

SIR HARRY LAUDER'S ERSTER PARAMOUNT FILM

"Huntingtower," mit dem un-nachahmbaren und weltberühmten schottischen Komiker Sir Harry Lauder in der Starrolle, ist in England derart wirkungsvoll exploitiert worden, dass wir es für angebracht halten, eine ganze Seite dieser Nummer zur Wiedergabe der Reklame- und Propagandaresultate zu benutzen. Die Paramount wird diesen Film in der ganzen Welt verleihen, und andere Länder können ohne Zweifel aus dem hervorragenden Propagandafeldzug, welcher diesen Film in England zu einer solchen Sensation verhalf, grossen Nutzen ziehen.

"DIE VIER FEDERN"

Es nimmt immer mehr den Anschein, als ob "Die Vier Federn" die grösste Produktion wird, welche je von der Paramount hergestellt wurde. Bewahren Sie diese Tatsache in einem Winkelchen Ihres Gedächtnisses auf, und verfolgen Sie dann die Fortschritte dieses fabelhaften Films, welcher nun von den beiden Männern, die der Welt "Chang" gaben, mit Ton und Wechselreden ausgestattet wird.

NUN ZU DEN RESULTATEN

Bei der Zeit, wenn diese Ausgabe des Paramount Rund um die Welt in den meisten Ländern ankommt, ist der "Bedeutendstes Jahr!" Kontest schon vorüber; wenigstens soweit aktuelle physische Bestrebungen in Frage kommen. Wenn jedoch noch einige Tage oder gar noch Wochen bis zur Jahresneige übrig sind, so sollten Sie diese voll und ganz ausnutzen, da es allem Anschein nach in diesem Jahre einen ungewöhnlichen Kampf bis zur Entscheidung geben wird. Es ist ganz gut möglich, dass Sie sogar in einem Tage etwas vollbringen können, welches Ihre Division wenigstens in EINE der gewinnenden Stellungen schwingt. (Denn sogar solche Divisionen, welche nicht als Erste auf der Liste erscheinen, haben Aussicht auf Erhalt der Starpreise, die wir nochmals auf einer anderen Seite dieser Ausgabe zum Abdruck bringen). Wir werden die nächsten zwei Monate zur Prüfung der Leistungen benutzen—und dann erfolgt die sublimen Verkündigung der Gewinner.

PARAMOUNT'S ERSTER SPRECHFILM

"Interference," Paramount's erster hundertprozentiger Sprechfilm, der mit Wechselreden von Anfang bis zu Ende ausgestattet ist, hatte zwei wunderbare Premieren. Die erste fand am 6. November in Los Angeles statt, und die zweite und wichtigere erfolgte im Criterion Theatre, New York City. Das einstimmige Urteil der Presse ist, dass "Interference" eine der hervorragendsten Produktionen in der Geschichte der Leinwand ist. Die Hauptdarsteller in diesem ausgezeichneten Filmwerk sind Evelyn Brent, William Powell, Clive Brook und Doris Kenyon.

DER PARAMOUNT SUEDPOL FILM

Diese Ausgabe liefert Ihnen mehr Beweise für den ausserordentlich packenden Spitzenfilm der Südpol-Expedition Kommandeur Byrd's, welcher exklusive für den Paramount Weltverleih verfilmt wird. Dieser Film wird bestimmt ein Polar "Chang" und wir möchten daher in Sie dringen, alles für diesen Film bestehende Interesse in Ihrem Teil der Welt lebendig zu halten.

Weitere deutsche Nachrichten auf Seite 22.

HUNGARY

HUNGARIAN CORRESPONDENT

From Gus J. Schaeffer, general sales manager for Paramount in Germany and Central Europe we have the intimation that Mrs. Flora Benedikt has been appointed correspondent for Paramount Around the World in Hungary. Mrs. Benedikt is secretary to Louis Földes, Paramount manager in Budapest, and her first contributions to our magazine are given in this column below.

"SOMETHING ALWAYS HAPPENS"—AND IT DID IN BUDAPEST

Something always happens and sometimes something which we thought to be impossible. The Budapest exchange received prints of "Something Always Happens" from New York on Monday. By Tuesday noon time the picture had been rented to one of the leading theatres in Budapest, namely, the Radius Theatre, to open the following Thursday afternoon.

To accomplish this, fast work had to be done. The titling department had to prepare titles, have the film censored and prepare publicity before 4 o'clock Thursday afternoon.

Mr. I. Siklosy, in charge of this department had his titles ready for printing Wednesday morning, prepared by Wednesday afternoon and presented to the censor Thursday morning—and the picture played at 4 o'clock Thursday afternoon at the Radius theatre to the delight of the audience.

DIE BUDAPESTER PREMIERE DES MONUMENTALFILMS WINGS.

Der grosse Saal des Royal Apollo Theaters, eines der schönsten Säle Mitteleuropas. Auf der Galerie die glitzernde Galauniform des Erzherzogs Josef Franz und die vornehmer Toiletten der Erzherzoginnen Auguste und Anna Pia Monika. Staatssekretäre, hohe Offiziere, das ernste Dunkel der Zivilnotabilitäten und die Uniformen der Offiziere in denen alte und junge Flieger stecken; das war das Bild des aufs höchst gespannten Publikums, das mit Erregung aus das sich auf der Leinwand abspielende Drama der Luft wartete. Die feierliche Stimmung erreichte ihr Paroxysmus als die Töne des ungarischen Hymnus ertönten, die mit schneidender Wehmut das Herz eines jeden Ungarns erfüllen und auf der Leinwand folgende Worte erschienen:

"Der Krieg hat 283 ungarische Helden als Opfer gefordert. Erheben wir uns in stummer Huldigung dem Andenken derer, die ihr Leben für das Vaterland opferten und deren schwingende Flügel sich für ewig schlossen."

Kein einziges Auge blieb trocken und das gerührte Publikum eröffnete seine Seele um mit Herz und Augen dem Drama der Lüfte, der Symphonie des beflügelten Menschen beizuwohnen. Stumm und erschüttert, seine volle Aufmerksamkeit dem Film schenkend, schaute und hörte das Publikum zu. Der Applaus—als Kontrast zur grossen Stille, die während der Vorführung des Films herrschte—der am Ende des Filmes ertönte, sozusagen aufbrauste, war ein Beweis der noch nie dagewesenen Begeisterung des Publikums. Seit der Evolution der Filmkultur hatte noch nie ein Film einen derartigen Eindruck auf das Publikum gemacht.

INDIA

WORD FROM BALLANCE

With headquarters in Calcutta, Charles Ballance continues to do splendid work on Paramount's behalf throughout the length and breadth of India. A recent letter had much to tell, and was accompanied by much evidence, concerning the various triumphs Paramount pictures have been enjoying in the celebrated Madan Theatre circuit. Such films as "Kid Brother," "Beau Sabreur," "The Quarterback" and "Kid Boots."

At The **ROYAL**
DOUGLAS FAIRBANKS, JR.
JACK HOLI & NOAH BEERY
OF THE BEGGEST FABLE IN THE
WILD HORSE MESA
ZANE GREY'S SENSATIONAL STORY
of the Wild West—in a Paramount Picture

Commencing
Next
WEDNESDAY **Wednesday 12th**
Madan Theatres, Ltd., Present:
The Incapable Unapproachable Comedian—the King of Laughter who Reigns in the Wide World Over—
HAROLD LLOYD
In his latest and funniest perpetration of Joy
Unalloyed—in a Lloyd
The KID BROTHER
Aided & Abetted by Artists of Proven Worth, including
the Pretty, Pert, Piquant and Petite Blonds—
JOBYNA RALSTON
The 100 per cent Clean Comedian in the 100 per cent Clean Comedy, Endorsed by the Pulpit, the Press and the Public as being, Without Reservation—
FIT FOR CONSUMPTION BY EVERY MEMBER OF THE HUMAN FAMILY!

အိတ်ဆယ်ယီယာနိုတွင်...
အိတ်ဆယ်ယီယာနိုတွင်...
အိတ်ဆယ်ယီယာနိုတွင်...

We reproduce herewith portion of an announcement in English and the local language for Harold Lloyd in "The Kid Brother."

KREIER IN NEW YORK

Ausser dem Wahltag, Waffenstillstandtag und Danksagungstag feierte die Auslandsabteilung der Paramount Zentrale in diesem Monat auch noch Willkommntag. Einer, der mit einem herzlichen Handschlag begrüsst wurde, war der Veteran-Paramountler Robert Kreier von unserem Berliner Büro. Er ist es, welcher die acht musterhaften Filialen der Parufamet so vorzüglich organisierte, festigte und in den letzten zwei Jahren leitete, dass sie heute nicht nur von allen anderen Verleih Organisationen Deutschlands beneidet werden, sondern diese auch oft zur Verzweiflung bringen. Wir wissen aus ganz zuverlässiger Quelle, dass Kreier mehr von der Routine und physischen Leitung von Film Filialen versteht als Lindbergh vom Fliegen. Während seines zweiwöchentlichen Aufenthalts in New York besuchte Kreier das Paramount Theatre, frische seine Bekanntheit mit den strahlenden Lichtern des weissen Wegs wieder auf und beobachtete die verschiedenen Zweige der Paramount Organisation hier in New York. Er verliess New York um seine neuen Aufgaben als reisender Vertreter in Europa zu übernehmen ohne uns vorher mitzuteilen, warum er seinen herrlichen Schnurrbart abrasiert hat.

POLAND, FINLAND

CO DRZYNOŚI

Wielki sukces w Warszawie
Wielki sukces w Warszawie
Wielki sukces w Warszawie

Polish text describing the film and its success in Warsaw.

POLISH PUBLICITY

Every once in a while we like to reproduce the cover of one or other of the Paramount publicity services in some part of the world in order to show the remainder of the world what is being done, and how the Paramount Trade Mark is being maintained and kept in use every day.

MORE NEWS CONCERNING "WINGS" IN POLAND

Already these pages have carried numerous glowing details concerning the grand campaign with which Paramount's epic of the air, "Wings" was given to the Polish picturegoing public. We can even now enlarge upon those details because we have received from Mr. E. J. Lipow and additional news, both with regard to the exploitation campaign and the press reaction to the picture.



Our illustration, for instance, is one sidelight on the extensive exploitation campaign which gave Warsaw one of its finest thrills in years. We have also received additional photographic evidence showing banners strung across the main street, aeroplanes suspended over the theatre lobby, and much other indication of a splendid and vigorous campaign.

Our correspondents have sent us elaborate translations of the press reviews, for which we thank them, but owing to the demands upon our space we will content ourselves with printing a few highlights from the representative reviews.

"KURJER POLSKI": "Wings" is an excellent, heroic epic of the energy and courage of pilots in the Great War. It is one of the best

productions of the present age of cinematography and brings great honor to the Paramount organization which produced it.

"GAZETA W ARZAWAKA": "Wings" is a film-song on behalf of the pilots of the Great War. From the technical point of view the value of this Paramount film exceeds that of "The Big Parade." For the first time aeroplanes and raids in the air have been effectively exploited for the cinema.

"EPOKA": The Paramount picture "Wings" digresses from all that has been seen before. It is not literature, nor theatre, nor cinema; it is all life, picture, movement, in the space between earth and clouds, and in all its beauty, power and menace one can see aeroplanes in which thousands of heroes are waging a fight between life and death. The film leaves to the spectator an ineffable impression.



Menjou in Finland

This is the exterior of the Bio Cavis at Helsingfors, Finland, where Adolphe Menjou in "A Gentleman of Paris" was the attraction at the time this photograph was taken by Paramount representative, C. Harry Hammar.

"HOMECOMING," UFA PICTURE, ACCLAIMED IN U.S.A.

"Homecoming," produced in Germany by Erich Pommer for Ufa, directed by Joe May, and released in the United States of America by Paramount, won the complete praise of the critics on the occasion of its premiere on November 17th at the Paramount Theatre, New York City. It was chosen as the feature attraction for the theatre's second birthday anniversary celebration. Space precludes mentioning all of the reviews of all the papers, but we give you herewith two of the most representative appraisals.

The New York Times: "Homecoming" is a German masterpiece. It may not have the advantage of the glittering and sparkling scenic effects of "Variety," but as a cinematic effort it is something equally fine and perhaps far more inspiring.

The New York Herald Tribune: "Homecoming" at the Paramount this week manages to be a thoroughly intelligent, completely believable and generally absorbing motion picture.

UM TELEGRAMMA DE MR. SHAUER

Volte o leitor mais uma pagina —aquella dedicada a Maurice Chevalier— ahi encontrará um excellent telegramma de Mr. Shauer, cujo conteúdo deve ser por cada um de nós apreciado. Este telegramma foi enviado ao "Paramount Studio News" como uma prova da gratidão do nosso departamento estrangeiro pelas manifestações de gentileza tributadas a Maurice Chevalier por occasião de sua chegada a Hollywood.

"DESMASCARANDO O DIABO"

(O excerpto que publicamos abaixo foi extrahido de um artigo de "The Motion Picture," organo official da Associação de Produtores e Distribuidores Cinematographicos da America, conceitos que a nosso ver merecem divulgação por todo o mundo.)

Quando o banquete do Congresso de Proprietarios de Cinetheatros da America, reunido ha pouco em Toronto, Canada, chegava áquelle ponto critico das 11:30, quando, já cansados de discursos, todos os convivas estavam a abrir a bocca de somno, foi apresentado um "numero novo da festa" na pessoa do Rev. William Murdock MacLeod, pastor protestante em Pinehurst, Carolina do Norte, E.U.A. Ao comegar o seu discurso, julgavam os presentes que o Rev. ia fazer uma tremenda dissertação religiosa, acabando por accusar o cinema de muita culpa que lhe não cabe. Mas, ao contrario disso, captou logo o ministro a attenção dos presentes, ao dizer:

"Alguns dos aecas collegas, conuecoo o Rev. MacLeod, pregam contra o cinema, afirmando ser o film uma arte do demoaio. Eu já me vou cansando de ver o demoaio levar injustamente a fama por trabalho tão meritorio e bom. Quando penso em um inventor a trabalhar, digamos, com o primeiro projector e um outro homem, a compor a celluloide dos primeiros films, sem conhecimento am do outro, e depois a miraculosa junção das duas coisas para formatear o cinema de hoje, propendo logo a ver nisso uma prova do poder da Providencia Diviaa e nunca uma influencia satanica.

"Quando eu voa a um cinema em busca daquelle paz de espirito e satisfação esthica que se obtém em vendo um bom film, de lá saio verdadeiramente tocado pela belleza de tudo o que vi e convencido do grande poder regenerador do cinema.

"Com excepção de algumas comarcas da Carolina do Norte onde já estive de passagem, esta é a primeira viagem de maior extensão que faço. Mas, mesmo sem sair da minha cidade, tenho viajado muito. Conheço todas as montanhas da Suissa, o porto e a cidade de Buenos Aires, os recantos paradisiacos das praias do Mediterraneo e os alterosos picos do Himalaya. Até mesmo aqui, ao Canada, já havia eu estado— através da magia do cinema. Sim, o film só me tem ajudado, ensinando-me, fazendo-me mais apto para a minha tarefa de pregador do evangelho!"

DESENHOS PARA OS PREMIOS DO CONCURSO

Notamos com prazer que o nosso appello aos paramountezes do exterior afim de participarem n'um concurso especial para suggestões, de accordo com as quaes serão confeccionados os premios offercidos aos vencedores deste anno, vem despertando o entusiasmo que esperavamos. De accordo com o que antes publicámos, os desenhos em questão se referem á placa do primeiro premio, ao estandarte do segundo e ao diploma do terceiro. Os premios aos vencedores dos desenhos a nos serem submettidos serão de cem dollares para cada um dos casos. O concurso estará aberto até 31 de dezenbro deste anno, devendo todos os concorrentes enviar suas suggestões a Mr. H. J. Seidelman, Paramount Building, New York. Mr. Seidelman e Mr. E. E. Shauer serão os juizes do concurso.



BRAZILIAN CARTOON. One of the commendable features of the cartoons which appear regularly in "Cá de Casa," house organ of the Brazilian Division, is the fact that they are clearly intelligible even to those Legionnaires who do not speak the Portuguese language.

AS GRANDES VANTAGENS DE "ALTA TRAIÇÃO"

Quando computamos o valor das produções da presente temporada com relação aos mercados estrangeiros, "Alta Traição" se nos afigura como a pellicula que mais vantagens offerrece. Pelo seu assumpto, por sua interpretação sem jaça, por sua força dramatica, este film não pode deixar de despertar o maior interesse onde quer que seja apresentado. Com effeito, Mr. Shauer crê que "Alta Traição" é um dos mais poderosos vehiculos para o successo e renome da Paramount pelo mundo inteiro, e espera que os nossos amigos, chefes de departamento, saibam tirar todos os proveitos dessa obra por si mesma formidavel.

A APURAÇÃO DO NOSSO GRANDE CONCURSO

Antes que esta edição do "Paramount Around the World" chegue ás mãos de muitos dos nossos amigos no estrangeiro, já estará encerrado o "Grande Concurso Paramount" para 1928. Mas confiamos que os nossos amigos tenham bem em vista que o prazo está a expirar, mas que agora é que todo o bom esforço deve ser levado avante.

Como é sabido, o concurso divide-se em tres grandes premios e para estes serão muitos os concorrentes. Parece-nos que no apurar das contas, varios serão os contendores que, em ultima avanzada, medirão forças para o "final" da victoria. E é bem possivel que, já ao fim do concurso, um unico dia de renda avultada possa decidir da victoria para um concorrente, fazendo-o um vencedor inesperado. Convem notar, tambem, que as divisões não vencedoras dos tres primeiros premios terão direito a outros premios menores (como ainda nesta edição fazemos um resumo detalhado) sendo de importancia não abrandarem os concorrentes no seu esforço para a obtenção de um desses premios do concurso.

A PRIMEIRA PRODUÇÃO DIALOGADA DA PARAMOUNT

O primeiro film completamente falado, de marca Paramount, está correndo pelo tela do "Criterion," na Broadway. Chama-se "Interference," em inglez e destina-se a permanecer muitos mezes ante os olhos e...ouvidos do publico. O film teve a sua primeira exhibição a 6 de Novembro, em Los Angeles, vindo em seguida para Nova York. Essa exhibição especial, feita em Los Angeles, serviu para que de antemão pudessem os criticos se expressar sobre a estreia falante da Paramount. "Interference" foi recebida com grande admiração, commentando os seus apreciadores o trabalho de Evelyn Brent, William Powell, Clive Brook e Doris Kenyon, personagens principaes do seu escolhido elenco.

UMA PELLICULA PARAMOUNT SOBRE ASSUMPTOS POLARES

Publicamos em outra parte desta edição alguns commentarios sobre a produção Paramount baseada nos trabalhos de exploração que vão sendo feitos pelo expedição Byrd ao Polo-Sul. Essa produção, originalissima por sua propria natureza, será no cinema de hoje o que foi "Chang" ha dois annos, encerrando momentos de realismo dramatico como bem poucos nos tem dado a magia da photographia animada.

Cumpra, portanto, a todos os paramountezes estudar todos os pormenores dessa produção que, julgamos, irá ser uma das mais impressionantes deste programma.

MAURICE CHEVALIER NA AMERICA

Depois de sua triumphal recepção em Nova York, onde foi festejado com um banquete e baile no "Ritz," Maurice Chevalier, o afamado actor francez, seguiu para Hollywood, afim de iniciar os suas actividades no Studio Paramount. O "Paramount Studio News," hebdomadario de circulação particular da Companhia, traz-nos já vasto noticiario sobre a sua chegada á Capital do Film, tecendo elogios ao actor que muito breve irá fazer vibrar o coração do mundo através das produções Paramount.

Jannings em Nova Produção Paramount

Sob a direcção de Ludwig Berger, muito breve apparecerá Emil Jannings em sua nova pellicula Paramount, "O Peccado dos Paes," estupenda criação que se destina a manter o nome do seu autor no cume da celebridade mundial por elle desfrutada. Nessa sua nova criação, Emil Jannings nos offerrece cinco caracterizações differentes, cada uma das quaes revelando toda a grandeza interpretativa do actor. Ruth Chatterton, artista de grande fulgor na scena falada, tem a seu cargo um dos mais importantes papeis em "O Peccado dos Paes."

"THE FOUR FEATHERS" (As Quatro Plumas)

Este film, cujo nome em inglez litteralmente traduzido nada revela da sua intrinseca grandeza, está já quasi prompto para a exhibição e temos toda a certeza que virá a ser uma das mais surprehenderentes attracções de bilheteria destes ultimos annos. Produção dos creadores de "Chang," não temos duvida do seu grande successo.

A PRIMEIRA COMEDIA DE SIR HARRY LAUDER PARA A PARAMOUNT

A primeira cine-comedia de Sir Lauder, o famoso actor caracteristico escoccez, que a Paramount está agora exhibindo em Londres, foi magnificamente recebida na capital da Inglaterra, onde Sir Lauder é muitissimo estimado. O seu film chama-se "As Joias da Rainha" na sua versão portugueza, e esperamos que, a julgar pelo entusiasmo que despertou em Londres, seja recebida com igual deferencia pelo nosso publico.



Finely typical of the mirthful merit of Paramount Krazy Kat Cartoons is this recent cover of "Cá de Casa." Note the mirthful expression of the world, and the fact that Krazy Kat is only too happy to do his share in upholding the Paramount Trade Mark.

LAST CALL FOR CONTEST DESIGN PRIZES

For months we have been calling on you for designs from which we must fashion our prizes for the "Greatest Year!" Contest. We have had an excellent response, and it looks as though the judges are going to face a tough task in making their selections. For some readers of these lines there will still be time to hurry along sketches so that they will reach Home Office in New York before the end of the year. We cannot go beyond January 1st as the judges have to pass judgment and we have then to proceed with the making of the actual prizes so that they will be ready by the time that the final pronouncement on the results of the "Greatest Year!" Contest is given.

So if you have any ideas on the subject—and there is time to get them to the Home Office in New York before January 1st—speed them along. Remember that the prizes for the winning designs are **One Hundred Dollars** for the winner in each of the three sections—Plaque, Banner and Parchment.

Uno Splendido Telegramma dal Sig. Shauer

In un'altra pagina—quella dedicata a Maurice Chevalier—c'è un eccellente telegramma scritto dal Sig. Shauer che voi dovreste senza dubbio tradurre per il vostro organo interno locale. È stato inviato alla Paramount Studio News come un tributo di gratitudine del dipartimento estero per la splendida maniera in cui Maurice Chevalier venne ricevuto al suo arrivo in Hollywood. Il telegramma è anche più di un semplice ringraziamento per un astro dell'orizzonte cinematografico: è un simbolo della nostra soddisfazione e del sempre crescente internazionalismo intellettuale della industria del cinematografo.

È L'ORA DEI RISULTATI

E' certo che all'epoca in cui questo numero di "Paramount intorno al mondo" raggiungerà la maggioranza delle nazioni, il concorso dell' "Anno più Grandioso!" sarà quasi chiuso per quel che riguarda gli sforzi materiali. Qu allora, tuttavia, restasse ancora qualche giorno, o anche qualche settimana per finire l'annata, essi dovrebbero venire impiegati nel modo migliore, perchè tutto tende a mostrare che vi saranno molte cifre che si avvicineranno al limite stabilito; e può darsi che, anche in un sol giorno, si possano realizzare progressi che determinino lo spostamento della vostra divisione per lo meno ad una delle posizioni vincitrici. (Perchè anche quelle divisioni che non sono a capo della lista hanno l'opportunità di vincere i premi delle stelle, che, ancora una volta, riproduciamo in un'altra pagina). I due mesi venienti verranno dedicati alla disamina dei risultati—dopodichè verrà il grande annuncio dei vincitori dei premi.

LA FILM DEL POLO SUD DELLA PARAMOUNT

In questo numero viene pubblicata ulteriore evidenza della emozionantissima riproduzione pittorica della spedizione al Polo Sud del Comandante Byrd, che è stata fatta esclusivamente per distribuzione a mezzo della Paramount in tutto il mondo. La film può bene venir definita come una "Chang" polare e vi raccomandiamo in special modo di mantener vivo tutto l'interesse possibile nella medesima nella parte del mondo in cui vivete.

RICEVIMENTO AMERICANO A MAURICE CHEVALIER

Dopo la sua entrata trionfale a New York, Maurice Chevalier proseguì anche verso maggiori trionfi ad Hollywood. Un ricevimento speciale venne preparato per lui alla stazione ed egli cavalcò attraverso le strade della città come un eroe conquistatore. Nel riferire l'evento, The Paramount Studio News rende una serie di meravigliosi tributi a questo grande astro francese, che è ora destinato a dare la sua arte al mondo intero a mezzo delle film Paramount.



TWO AIR PICTURES

Reproduced herewith is a most effective full page advertisement for "Wings" and "The Legion of the Condemned," prepared and used by the Paramount organization in Italy. Evidently, to judge from a brief cable story elsewhere on this page, the advertisement was designed and used to excellent advantage.

IL DIAVOLO BURLATO CONTRACT

(NOTA: Il seguente articolo di fondo è riprodotto da "The Motion Picture," che è l'organo ufficiale della società Motion Picture Producers and Distributors of America, Inc. Lo riproduciamo perchè contiene certe qualità di mentalità internazionale che crediamo dovrebbero venire trasportate e radiate fino alle estremità della terra.)

Il banchetto della Convenzione dei Proprietari di Cinematografi in America ch'ebbe luogo a Toronto, Canada, aveva, alle 11,30 raggiunto quel punto che tutti i banchetti, non importa quanto buoni, sono destinati a raggiungere alle 11,30. I invitati ne avevano abbastanza di discorsi ed una buona orchestra stava nell'attesa di suonare i ballabili.

Allora venne presentato un uomo alto e smilzo—il Reverendo William Murdock MacLeod, di Pinehurst, N. C., S. U. d'Ala, un Presbiteriano. Il lamento divenne quasi audibile, ma, in tre minuti, quell'uomo dagli occhi scintillanti e dalle mosse lente, reduce dalle pinete montuose, esercitò sull'udienza lo stesso fascino che Al Jolson, o Eddie Cantor o qualsiasi altro loro rivale avrebbe potuto esercitare.

"Alcuni dei miei confratelli pastori," — egli disse fra l'altro — predicano che le cinematografie sono opera del diavolo. Sono stupefatto di vedere che il diavolo godo credito per tanto. Quando io penso ad un grande inventore che lavora su un proiettore e ad un'ultra su una pellicola di celluloido, l'uno ignorante degli sforzi dell'altro—e del come queste due invenzioni s'inoventate l'una complementando dell'altra, io non potrei essere un devoto Cristiano se non credessi che in Divina Provvidenza abbin piuttosto presto parte all'operazione anzichè Satono.

"Quando vado in cinematografo e vi trovo quella distrazione necessaria a qualsiasi uomo che compia una vera e propria giornata di lavoro, quando vedo l'eterno dramma di quel che è giusto trionfare sull'errore, manifestato innanzi a me con abilità artistica, io ritorno al mio lavoro come un uomo migliore e, spero, più grande.

"Eccetto per due contee del North Carolina, questo è il mio primo viaggio. Ma non è la mia prima vista del mondo. Conosco le montagne della Svizzera, il porto di Buenos Aires, il paradiso della costa Mediterranea e le rocciose cime dell'Himalayo. SONO PERFINO STATO IN CANADA PRIMA D'ORA! Le cinematografie hanno allargato la mia conoscenza del mondo e mi hanno reso più adatto al mio lavoro di pastore evangelico."

"SINS OF THE FATHERS" ("I PECCATI DEI PADRI") UN ALTRO TRIONFO DI JANNINGS

La più recente film Paramount, "I peccati dei padri," diretta da Ludwig Berger, è un altro capolavoro supremamente emozionante. Il grande astro impersona cinque caratteri differenti in una storia dinamicamente possente e non c'è

dubbio che la film incontrerà il massimo favore in tutte le parti del mondo. Ruth Chatterton, stella del palcoscenico, à tutta grazia scintillante nella sua parte di prim'attrice.

DISEGNI PEI PREMI DEL CONCORSO

Siamo molto lieti di riferire che c'è stata una incoraggiante risposta alla nostra richiesta di disegni per la Placca, per lo Stendardo e per la Pergamena che debbono venire assegnati insieme a premi in contanti ai concorrenti divisionali che otterranno il massimo successo in questo concorso dell' "Anno più Grandioso!" Premi di cento dollari ciascuno verranno assegnati ai disegni vincitori. I partecipanti a questo concorso particolare hanno dinanzi a sé tempo sino alla fine di quest'anno per far giungere a New York i loro disegni, i quali dovranno venire indirizzati al Sig. Seidelman. I giudici in questo concorso saranno i Sigg. E. E. Shauer e Seidelman.

LA PRIMA FILM PARAMOUNT DI SIR HARRY LAUDER

"Huntingtower," che presenta nella parte principale l'inimitabile commediante scozzese, famoso in tutto il mondo, è stata sfruttata in Inghilterra con tali effetti che ci è possibile di dedicare quasi una intera pagina di questo numero ai risultati che si attendono in pubblicità e sfruttamento. La Paramount sta lanciando questa film in tutto il mondo e, senza dubbio, altre nazioni potranno studiare con notevole vantaggio le salienti caratteristiche della campagna che ha dato alla film tale prominenza in tutta l'Inghilterra.

LA PRIMA FILM PARAMOUNT INTERAMENTE PARLATA

"Interference," ("Interferenza"), la prima film Paramount assolutamente tutta parlata, con dialogo dal principio alla fine, ha avuto due meravigliose primières. La prima ebbe luogo in Los Angeles il 6 novembre e la seconda e più importante venne data al Criterion Theatre, New York City. Il verdetto è stato che "Interferenza" è una delle più meravigliose cinematografie nella storia dello schermo. I suoi attori principali sono Evelyn Brent, William Powell, Clive Brook e Doris Kenyon.

SOUHAMI CABLES OF "WINGS" SUCCESS IN ITALY

A cable to Mr. Shauer from David Souhami, leader of the Italian Division, tells of the continued success of "Wings" throughout Italy. Mr. Souhami says: "Showing 'Wings' in several key towns with great success. Regards."

"THE FOUR FEATHERS" ("LE QUATTRO PENNE")

Più che mai sembra che "The Four Feathers" risulterà come la più grandiosa film che la Paramount abbia mai fatto. Mettetelo bene in mente e poi osservate i progressi di questa film suprema che viene creata con suono e dialogo dai due uomini che diedero al mondo "Chang."

LA CONVENZIONE DELL'UFFICIO CENTRALE

La convenzione semestrale dei direttori di succursale e distretto del dipartimento interno è stata tenuta al 26mo piano del Palazzo Paramount, New York City, per quattro giorni, a cominciare dal 12 novembre. Anche il dipartimento estero vi ha assistito ed ha udito molti annunci interessanti, i quali vi verranno tutti comunicati a tempo debito. Fra i convenuti abbiamo notato anche i Signori John C. Graham, Adolphe Osso e Henry Klarsfeld, che si trovavano a quell'epoca a New York.

INAUGURAZIONE DELLA STAZIONE RADIO PARAMOUNT

Il giorno dell'Armistizio, il 11 novembre, la stazione trasmittitrice radio della Paramount (KNX) venne inaugurata dal Sig. Lasky. Sebbene la stazione sia in Hollywood, il Sig. Lasky parlò al telefono da New York. Charles Rogers, Nancy Carroll, Wallace Berry, Lupe Velez e James Hall trasmisero delle canzoni sull'aria. Parecchie altre stelle dell'orizzonte della Paramount assistono alle cerimonie di inaugurazione. La KNX è una delle tre più potenti stazioni degli Stati Uniti e si afferma che possa essere sentita in tutto il mondo. Se avete un eccellente strumento radio sperimentale, provate qualche sera ad ascoltarla.

SI ATTENDONO GRANDI COSE DA "IL PATRIOTA"

Quando consideriamo le grandi film Paramount da cui, entro qualche mese, si attendono grandi cose, dobbiamo concentrare tutta la nostra più intensa attenzione su "Il Patriota." Il Sig. Shauer crede che questa meravigliosa film di Emil Jannings sarà senza fallo uno dei massimi fattori di successo che sia stato mai messo a disposizione della Legione Estera ed egli si attende da ogni Legionario—o Legionaria—la consacrazione di ogni migliore sforzo personale accchè la cinematografia possa ottenere assolutamente tutto quel successo che è dovuto alla sua grandiosità.

Keep Interest Alive in Paramount South Pole Film!

FURTHER PLEDGES FROM WORLD WIDE PARAMOUNTTEERS

The pledges to put this Paramount Pole Picture over in perfect fashion are still thundering in.

William R. Hoggan, general sales manager of the Blue Ribbon Bunch of Australia and adjacent territories said: "Your courage and ability will be the inspiration for us to give you one hundred percent distribution." W. Edward Kirby, branch manager at Auckland, said: "We are with you 100% not only now but at all times." Carl P. York, general manager of the Valorous Viking Division of Scandinavia, was original as usual when he pledged to put the picture into 500 Scandinavian houses, saying: We'll introduce South Pole to North Pole."

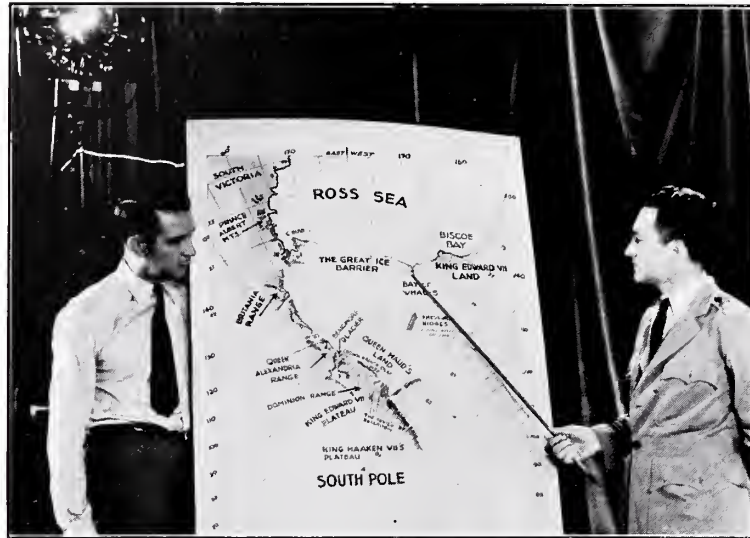
Tibor Rombauer, manager in Rio de Janeiro, pledged the picture for 720 Brazilian theatres; and Sigfried Bauer, manager in Buenos Aires, pledged the picture for 300 Argentine theatres.



TWO YEARS. Joe Rucker, Paramount News cameraman with the Byrd South Pole Expedition, says good-bye to his family in San Francisco prior to embarking on a voyage which might keep him away from civilization for at least two years. He is one of the two Paramount cameramen on whose behalf practically the entire Paramount world has pledged its sincerest and best efforts with the distribution of the Paramount-South Pole film.

NOVEMBER, A MONTH OF PARAMOUNT ANNIVERSARIES

November is indissolubly linked with the anniversaries of at least three famous Paramount Theatres. On November 19th, the Paramount Theatre at the Crossroads of the World celebrated its second birthday anniversary. Five days later—November 24th—Le Paramount in Paris celebrated its first anniversary; and henceforth that same day will stand as the birthday anniversary of the magnificent new Paramount Theatre in Brooklyn, New York, which opened last month.



WHERE THE MAKING OF THE FILM WILL START. "Here's the Bay of Whales," says Commander Byrd to Monta Bell, Paramount sound picture director, "and it will be from here that we shall set out on the expedition which will be recorded in the film which Paramount plans to distribute throughout the world." This scene occurred in the Paramount Long Island Studio just before the great explorer set sail for the Antarctic.

KEEPING STEP BY STEP WITH THE MEN MAKING PARAMOUNT'S SOUTH POLE EPIC

There isn't going to be any letdown on the interest in Paramount's film epic of Command Byrd's South Pole trip by this paper at least. We're going to have a page, or a part of a page for your information in every issue. Which is one of the major reasons for our publication of this letter sent to Mr. Shauer by Herman Wobber, Paramount's district manager on the Pacific Coast of U.S.A., and sponsor of the "Rucker-Vanderveer Pledge":

"The boys all over the world, almost without exception, responded enthusiastically to the 'Rucker-Vanderveer Pledge,' and such pledges and what praise. Everybody realized these boys were not hand-

COMMANDER BYRD GETS ENZED GIFT
While at Wellington, New Zealand, en route to Christchurch before finally leaving for the great adventure in Antarctica, Commander Byrd visited the home of Sir Maui Pomar, the Minister of the Interior, a full-blooded Maori. After a most interesting conversation, the Minister presented to Commander Byrd a Maori robe similar to the one presented to H.R.H. The Prince of Wales when he was recently in New Zealand.

ed a soft assignment and the promises to place this Byrd picture on more screens than any other picture ever occupied, came from everywhere and with words of great encouragement. Picture if you can the enjoyment Joe and Willard will get when they read and re-read your cheering words. I know we got a real thrill out of reading each and every letter and post card and we were very happy when we sent the lot to them. Some day we are going to compile these responses and send them to you, and I think the heart beats will come a little faster after you finish reading them.

"They are both great fellows and a hundred percent for Paramount. When Emanuel Cohen gave these boys their assignment, they didn't quibble, hesitate or even say—what's in it for us? They just said 'thanks—when do you want us to leave?'"

"Joe's wife was just in and she heard we were giving her a lot of credit for carrying on with the kids at the little home while Joe's gone. She said she didn't want any credit—that Joe deserved it all, but she was happy that we were all pulling for 'her Joe.'"

"A few nights ago the boys had Joe on the radio. He wanted everyone to know that things were shaping up fine and that we could depend upon a great picture. Emanuel Cohen says they have a great story in mind and with the background they'll encounter, they should have a record making feature.

"The boat should arrive shortly in New Zealand and after that it won't be long until they leave for the Antarctic and the big jump. They promised to keep in touch with us, and just as soon as they get located at Ross Sea, we will pass the word on to you.

"MAY GOD SPEED AND GOD BLESS THEM!"

"WINGS" IN HAVANA



Amplly substantiating the cabled story telling of the success of "Wings" in Havana, Cuba, which is printed on another page, is this photograph of the lobby of the theatre. It has been taken from the very splendid scrap book of the advertising and exploitation campaign for the picture, sent to Home Office in New York by John B. Nathan, special Paramount representative in Cuba.

Información española de la página 4

LA PRIMERA PELÍCULA PARAMOUNT TODA HABLADA

"Interference," la primera película ciento por ciento hablada de la Paramount, con diálogo desde el principio hasta al fin, ha tenido dos magníficos estrenos. El primero fué en Los Angeles el 6 de Noviembre, y el segundo, mucho más importante, en el Teatro Criterion de Nueva York. La crítica ha declarado que "Interference" es una de las películas más maravillosas en la historia del cine. Sus principales intérpretes son Evelyn Brent, William Powell, Clive Brook y Doris Kenyon.

sultados muy igualados, y podría suceder que, incluso por un día, su división tuviera oportunidad de colocarse, al menos, en uno de los puestos premiados. (Advertimos que aún las divisiones que no se encuentran a la cabeza de la lista tienen oportunidad para poder ganar los premios principales, los que reproducimos nuevamente en otra página.) Los próximos dos meses serán dedicados al examen de los resultados, luego... vendrá el gran anuncio del nombre de los premiados.

¡NO FALTAN MÁS QUE LOS RESULTADOS!

Seguramente cuando este número de Paramount Around the World llegará a la mayoría de países a que va destinado, el Concurso del "Año más grande Paramount" estará ya prácticamente cerrado, a juzgar por los esfuerzos materiales que actualmente se están llevando a cabo. De todos modos, si quedan todavía algunos días o algunas semanas antes de fin de año, deben ser aprovechadas totalmente, pues las indicaciones que tenemos son de que habrá re-

DIBUJOS PARA EL CONCURSO DE PREMIOS

Con grande satisfacción damos la noticia de que ha merecido una entusiasta acogida nuestro llamamiento para los dibujos de la Placa, Bandera y Pergamino que serán concedidos, junto con premios monetarios, a los triunfadores en el Concurso del "año más grande Paramount." Se concederán premios de cien dólares cada uno a los dibujos que ganen el concurso. Los participantes en este particular concurso tienen tiempo de enviar sus trabajos, dirigidos a Mr. Seidelman en New York, hasta fin de año. Los jueces del Concurso serán Mr. E. E. Shauer y Mr. Seidelman.

Paramount's New International Star — Maurice Chevalier

HOLLYWOOD'S WELCOME

Not to be outdone by New York, Hollywood extended a most enthusiastic welcome to Maurice Chevalier, actor idol of France, here to star in Paramount pictures.

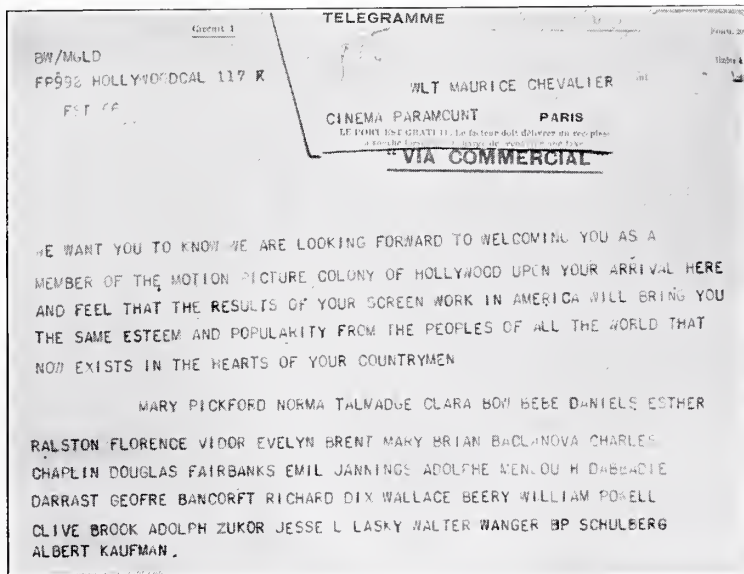
Arriving at the Hollywood station Chevalier was greeted by a throng comprising members of the French Consul's office in Los Angeles, a delegation from the Los Angeles Chamber of Commerce, picture stars and producers.

An escort of motorcycle police and the ushers and full chorus of the Metropolitan theatre, Los Angeles, attended Chevalier on his way from the station to the Roosevelt Hotel where a luncheon was tendered in his honor.

Fred Beetsen, Hollywood representative of the Motion Picture Producers and Distributors of America, Inc., presided at the luncheon which was attended by Henri Didot, French Consul in Los Angeles; Charles A. Cooke, of the Los Angeles Chamber of Commerce, Albert Kaufman, assistant to Jesse L. Lasky, Adolphe Menjou, H. D'Abbadie D'Arrast and many others of note.



IN HOLLYWOOD. Three scenes depicting the Los Angeles reception to Monsieur and Madame Maurice Chevalier. In the top scene, M. and Mme. Chevalier are being greeted by Henri Didot, French consul in the film city. In the centre picture Chevalier is greeted by Doris Hill, Mary Brian, Ruth Taylor and Lily Damita. In the lower scene the great song and



FROM HOLLYWOOD. This is a reproduction of the cable which was sent from the stars in Hollywood to Maurice Chevalier before the Idol of France left Paris. A photographic enlargement of the cable, made to almost six-sheeter size, was placed on view in the lobby of the Paramount Theatre in Paris, where it was viewed by many thousands. The cable was extensively reproduced in the French press.

WELCOME, CHEVALIER

(Editorial in "Paramount Studio News," issue of October 30, 1928)
Welcome to Maurice Chevalier, Paramount's newest star!

With the arrival here of Chevalier, this organization adds another brilliant name to its stellar roster. That in itself is of vital interest to all of us.

There is an additional significance in Chevalier's Hollywood debut. As a Paramount star of the first magnitude, the idol of the French stage and screen adds another note of international appeal to Paramount Pictures and cements even more firmly the friendship between France and America.

In the brief time that he has been with us, Chevalier has won the friendship of everyone he has met and he is assured of the whole-hearted cooperation of the entire plant in his advent before the American cameras.

dance star tries out some steps with the ballet girls of the Metropolitan Theatre.



"PA-R-A-MOUNT FOR EVER!"

Maurice Chevalier, famous stage star of France who is now in Hollywood making "The Innocents of Paris" as a Paramount talking picture, here gives a rendition of one of the lines of the famous Paramount marching song. M. Chevalier received a terrifically fine welcome from the film colony in Hollywood and is making excellent progress on his first picture.

MR. E. E. SHAUER WIRES APPRECIATION

(Telegram in Paramount Studio News, issue of October 30)

Appreciation of the enthusiastic reception extended to Maurice Chevalier by the studio was voiced by E. E. Shauer, general manager of the foreign department, in the following telegram received by the Studio News today:

"To the personnel of the west coast studio:

"Your sincerity of purpose in reflecting the already established greatness of Maurice Chevalier for the entertainment of all the world is gratifyingly manifest in the characteristically cordial Californian welcome which you have extended to the star and his wife.

"Nothing more definitely establishes your highly desirable quality of international mindedness than does this resolute gesture not only to do honor to France by honoring her supremely popular star but to give the efforts and accomplishments of that star to all the world in a degree of greatness compatible with the prestige of the Paramount trade mark and comparable with the fame of the greatest pictures produced by you for our organization.

"The Foreign Department on behalf of its Legionnaires in all parts of the globe, cordially thanks you for your superb and sincere acclaim of Monsieur and Madame Chevalier." E. E. SHAUER.

The evidence is pretty conclusive that Maurice Chevalier is going to be one of the most emphatically successful stars making pictures carrying the Paramount Trade Mark. The magnificent impression he has already made on the press, the public and particularly the members of the Paramount organization since his arrival here is ample augury of this fact.

During the Convention he was able to greet the Paramount delegates in both English and French from the screen, and the consensus of the boys was that in Chevalier we have a star with a thoroughly decided international appeal. They all commented upon the fact that his appearance, personal magnetism, smile, voice, and pantomime ability stamp him as one of the most talented performers ever to appear on the screen.

France should indeed be happy in the knowledge that her versatile son will now captivate the world from the screens of the world.



AT LONG ISLAND. Stopping in at Paramount's Long Island Sound Studios en route to Los Angeles, M. and Mme. Chevalier were greeted by two compatriots—Jean de Limur and Robert Florey, both of whom are directing sound pictures for Paramount.



COLORFUL MENU

This is the cover of the unique menu of the "au'voir" dinner given to Maurice Chevalier before he left Paris for Hollywood. This particular copy was autographed by M. Chevalier to Dick Blumenthal, executive assistant to Melville A. Shauer at the Paramount Theatre.

SIR HARRY LAUDER'S EERSTE PARAMOUNT FILM

De 'Huntingtower' film, met den wereldberoemden Engelschen acteur-humorist Sir Harry Lauder in de hoofdrol, is zoo effectief geëxploiteerd in Engeland, dat wij bijna een volledige bladzijde Huntingtower publiciteits en exploitatie materiaal in deze oplage kunnen afdrukken. Paramount distribueert deze film in alle landen van de wereld en het buitenland kan zonder twijfel voordeel trekken, uit de reclamacampagne, waarmee de film in Groot Brittanie werd gesteund.

DE EERSTE PARAMOUNT FILM MET GESPROKEN DIALOOG

'Interference' (Belemmering), de eerste 100% sprekende film van Paramount, heeft twee bijzonder geslaagde premières gehad. De eerste, op 6 November, in Los Angeles en de tweede en meer belangrijke, in het Criterion Theatre, te New York. Het oordeel was, dat 'Interference' een der aller-mooiste films is, die ooit vervaardigd werden. De hoofdrollen worden gespeeld door Evelyn Brent, William Powell, Clive Brook en Doris Kenyon.

DE PARAMOUNT ZUIDPOOL FILM

In deze editie kunt U nader lezen over de spannende film der Zuidpool expeditie van Commander Byrd. De film zal uitsluitend door Paramount overal op de wereld gedistribueerd worden. Het belooft een tweede 'Chang' film te worden, reden waarom wij U in overweging geven, vooral de belangstelling in deze komende productie levendig te houden.

DE ONTVANGST VAN MAURICE CHEVALIER IN DE VER. STATEN

Na zijn triomfantelijken intocht, in New York, wachtte Maurice Chevalier nog groofter huldebetoon, in Hollywood, waar hij door een speciale delegatie van den trein werd gehaald en als een overwinnaar door de straten der stad reed.

'Paramount Studio' News' prees de prestaties van de Fransche Ster in een serie artikelen over de receptie in Hollywood. Maurice Chevalier kan thans de geheele wereld van zijn kunst laten genieten door bemiddeling van Paramount.

"DE ZONDEN DER VADERS" —DE NIEUWE JANNINGS SCHLAGER

Emil Jannings' jongste Paramount film, 'De Zonden der Vaders', geregisseerd door Ludwig Berger, is weer een meesterwerk van den beroemden Duitscher. De groote acteur speelt vijf verschillende rollen in deze 'sterke' film en het is zeker, dat deze productie overal op de wereld bijval zal vinden. Ruth Chatterton, de tooneelspeelster schittert in de vrouwelijke hoofdrol.

IS DE BIOSCOOP HET WERK VAN SATAN?

(Opm. Het volgende artikel is overgenomen uit 'The Motion Picture,' het officiële orgaan van de Motion Picture Producers and Distributors of America, Inc., aangezien het een goede dosis gezonde cosmopolitische ideeën bevat, die verspreiding over de geheele wereld verdienen.)

Het Banket der Amerikaanse Bioscoop Exploitanten Conventie, te Toronto (Canada) had omstreeks half twaalf het stadium bereikt, dat alle Banketten, hoe goed ze ook mogen zijn, omtrent dien tijd schijnen te bereiken. De aanwezigen hadden meer dan genoeg van de ellenlange toespraken en iedereen wachtte op de dansmuziek van een goed orkest.

Op dat moment werd een lange magere man geïntroduceerd, de Reverend William Murdock MacLeod, uit Pinehurst, Noord-Carolina in de Ver. Staten. Men kon het gezicht bijna hooren, doch na drie minuten, had die langzaam pratende man uit de dennenwouden met zijn fonkelende oogen, zijn gehoor meer in zijn macht, dan Al Jolson, Eddie Cantor, of alle andere humoristen bij elkaar.

"Sommigen Mijner collega's," zoo begon de Predikant," preken, dat de bioscoop het werk van Satan is. Het begint me knap te vervelen, dat de Duivel voortdurend met die eer gaat strijken. Als ik denk aan een groot uitvinder van een projectiemachine en aan een ander, die celluloid film uitvondt, zonder van elkaar's werk te weten, laat staan hoe die twee uitvindingen elkaar aanvullen, kan ik geen goed Christen zijn, zonder te gelooven, dat de Voorzienigheid meer de hand had in die uitvindingen, dan de Duivel."

"Als ik naar de bioscoop ga om mij te verzetten na den dagelijkschen arbeid, iets waaraan ieder hardwerkend mensch van tijd tot tijd behoefte heeft en daur de eeuwige, met artistieke bewaamheid gerochte triomf, van het Goede op het Kwade zie ontrollen, gevoel ik mij een beter en laten wij hopen, een edeler mensch, als ik daarop weer aan het werk ga."

"Uitgezonderd twee provincies in Noord-Carolina, is dit mijn eerste reis. Maar het is voorzeker niet voor het eerst, dat ik met elgen oogen iets van de wereld zie. Ik ken de Zuidersche bergen, de haven van Buenos-Aires, het paradijs na den kasten der Middellandsche Zee en de besneeuwde bergtoppen der Himalaya. IK BEN VROEGER AL IN CANADA GEWEEST! De bioscoop heeft mijn kennis van de wereld en mijn blik verruimd en mij beter geschikt gemaakt voor het prediken van het Evangelie."

EEN MOOIE TELEGRAFISCHE BEAU GESTE VAN DEN HEER SHAUER

Op een der andere bladzijden—de pagina handelend over Maurice Chevalier—reproduceeren wij een uitmuntend, door den Heer Shauer verzonden telegram, hetwelk wij U aanraden te vertalen, of te laten vertalen voor Uw plaatselijk orgaan. Het was een telegram aan 'Paramount Studio News' bij wijze van appreciate der buitenland-sche afdeling, voor de schitterende receptie van Maurice Chevalier, in Hollywood. Het telegram is eigenlijk geen gewoon bedankje, maar het symbool van onzen dank voor de zich steeds uitbreidende internationalisatie der Filmindustrie.

EEN AANWINST VOOR PARAMOUNT

Op Vrijdag 19 October verkreeg de Buitenlandsche Afdeling van Paramount het beheer over het geheel modern ingerichte China Theater, te Stockholm, in Zweden. Op dien dag werd het theater ook ingewijd, waarbij Paramount vertegenwoordigd was door den Heer Melville A. Shauer, algemeen directeur van Paramount theaters, in Europa. Het theater staat onder beheer van den Heer Carl P. York, den algemeenen directeur der Scandinavische divisie van Paramount.



MIGHT HAVE BEEN

The Paramount-Christie Girls had a bright idea: they said "Let's show the world what the 'Greatest Year!' Contest would have been like if it had lacked the superb spirit of endeavor and enterprise which has since stamped it as the greatest demonstration of achievement in the history of Paramount's Foreign Legion." So having made themselves quite clear on the point, they forthwith staged the display which is here pictured, and which could have possibly been our Contest if it had lacked the attributes previously listed.

WIJ VOORSPELLEN GROOT SUCCES MET "DE PATRIOT"

Als wij de lijst der Paramount films van den laatsten tijd eens bekijken, waarmee op groot succes gerekend kan worden, valt onze aandacht in de eerste plaats op 'De Patriot.' De Heer Shauer is van meening, dat deze schitterende Emil Jannings rolprent de grootste schlager zal blijken te zijn, welke de Buitenlandsche Afdeling van Paramount ooit in omloop heeft gebracht en hij verwacht, dat iedere Paramouter, zijn, of haar uiterste best zal doen, om het artistieke succes van deze film evenredig te maken met het financieele succes.

ONTWERPEN VOOR DE COMPETITIE PRIJZEN

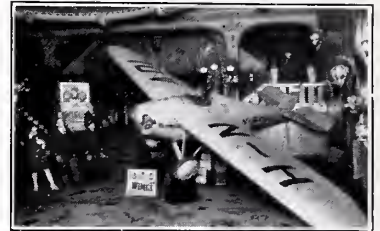
Het verheugt ons te kunnen berichten, dat ons verzoek om inzendingen van ontwerpen voor het Plakkaat, de Banier en de Oorkonde, die nevens geldprijzen aan de winners van de 1928 campagne uitgereikt zullen worden, niet onbeantwoord is gebleven. Wij wijzen er nogmaals op, dat Paramount \$100. — heeft uitgelooft voor elk prijswinnend ontwerp; inzendingen moeten het Hoofdkantoor te New York uiterlijk eind December 1928 bereiken en geadresseerd worden aan den Heer J. Seidelman. De jurie bestaat uit de Heeren E. E. Shauer en J. Seidelman.

"DE VIER VEEREN"

Meer dan ooit tevoren, wil het ons voorkomen, dat "De Vier Veeren" de allergrootste succesfilm van Paramount belooft te worden. Prent dat in Uw geheugen voor later...en volg den loop van deze film, die door de twee vervaardigers van 'Chang,' als een geluidfilm met gesproken dialoog, voor distributie gereed gemaakt wordt.

EN THANS DE RESULTATEN!

Het is zeker, dat de uitslag van het '1928 - het - allergrootste - jaar' concours bekend is, als dit nummer Uw kantoor bereikt. De campagne is dan zoo goed als afgelopen, wat Uw prestaties in het loopende jaar betreft. Indien er U evenwel nog enkele weken, of dagen overblijven, verdienen die tot het laatste uur van 1928 uitgeguit te worden, want volgens de indices zal de eindstand in de competitie percentages te zien geven, die weinig van elkaar verschillen. Het is zelfs heel goed mogelijk, dat een laatste prestatie op den laatsten dag den doorslag geeft en Uw divisie daardoor onder de winners gerangschikt wordt. (Want ook divisies met lagere percentages, dan de leiders der competitie, komen voor prijzen in aanmerking, die wij nogmaals elders in deze editie afdrukken.) De volgende twee maanden worden besteed aan het wikkelen en wegen der prestaties in 1928 en daarna volgt de bekendmaking der prijswinnende divisies.



An actual small, all-metal monoplane was placed in the lobby of the Tuchinski Theatre, Amsterdam, as portion of the exploitation for "Wings" when the Paramount air epic enjoyed its recent magnificent season there. Further details of this season are to be found in other sections of this issue.

SPANJE IS GEWONNEN VOOR 'VLAMMENDE VLEUGELS'

Een van de meest gewaardeerde telegrammen, welke de Heer E. E. Shauer verleden maand ontving, was afkomstig van den Heer Messeri, den algemeenen directeur der Matador Divisie, sprekend over de eerste vertooning van 'Vlammende Vleugels' in Spanje. Deze gebeurtenis had plaats in het Avenida Theatre, te Barcelona. De film werd niet alleen gunstig door het publiek ontvangen, doch de pers en de Spaansche vliegers, die de vertooning bijwoonden waren vol bewondering over de juistheid der verschillende vliegdetails en over de kwaliteiten der film als amusement.

NEAL BURNS NOW CHRISTIE DIRECTOR

Neal Burns, for over twelve years a star in Christie Comedies, is now directing Jack Duffy in a new Sandy MacDuff comedy for Paramount release, in a story which was written by Burns himself for the old Scotch comedian. Burns has been a writer of many comedy stories during his screen career, having specialized in situation comedies and having played in hundreds of them himself. This is the first one, however, which he has directed.

"HOMECOMING" PRAISED BY NATIONAL BOARD OF REVIEW

"Homecoming," reviewed by the National Board of Review (of U.S.A.) on November 15th, was selected for the Photoplay Guide of popular entertainment films and recommended to the Critique Committee for consideration as an excellent picture. It will be listed in the December issue of the National Board of Review Magazine.

Australia, New Zealand, Siam, S.S., F.M.S., D.E.I.



This is the cover of the first issue of "Paramount Service," a new monthly publication issued by Famous Lasky Film Service Limited, the Paramount organization of Australia, New Zealand and territories in the Far East. It is published on the 15th of every month, and as the cover says, it is dedicated to Production News, Theatre Information, Exploitation, Advertising and Live Publicity. Its editor is Otto G. Doepel, who is also publicity manager.

The publication runs to 8 pages, and there is a Paramount Pictorial insert of 2 pages. From cover to cover it is packed very completely and practically with everything proclaimed in its purpose.

The inaugural issue contained messages from Messrs. Zukor, Lasky, Kent and Shauer, as well as a statement and an editorial expression of policy from Mr. Hicks.

THE SIGN SHINES BRIGHT IN THE DARK BALKAN NIGHT

This photograph is amply and inspiringly explained in the following letter which Mr. Shauer has received from Dr. N. Palugyay, Paramount representative in Roumania:

"I am attaching a photograph of the illuminated Paramount Trade



Mark in front of the office of the Emperor Film in Cluj, Roumania.

"Outside this office the electric sign burns all night and announces in the dark Balkan nights—'Paramount Around the World,' while inside the office the work is going on to make the Roumanian territory a one hundred per cent. Paramount.

"Believe me please, as strong is my conviction in the magnificence of our pictures and about the greatness of our organization, as strong is my determination to stand and work at my post as a real and true Paramount Legionnaire, keeping your words and advice always in mind; and I pledge that this Trade Mark, just as the old Romans pledged, shall be my 'In hoc signo vinees'."

PERSONALITIE OF THE BLUE RIBBON BUNCH

Exploitation Manager Mel G. Lawton in Sydney put over a great campaign for "The Legion of the Condemned," which opened a long run at the Crystal Palace on November 3. Features of the campaign were: a newspaper contest, a huge balloon over the theatre, an enormous lot of Ad Sales and plenty of window displays.

Exploitation Representative Reg H. Kelly in New Zealand spent five weeks in the South Island exploiting "Chang" at Invercargill, and "Wings" Road Show No. 2 with Sound Effects in other centres.

Harry Curry is one of Paramount's new salesmen working out of Wellington, N. Z. He has had wide sales and executive experience in the film business in England.

Ad Sales Manager L. B. Wilke in Adelaide, So. Australia, has been ill for several weeks, but we sincerely trust that he has completely recovered by now.

Salesmen Jack Macaulay and George Nacked in New South Wales, are spending several weeks on a fast tour of the country selling "Wings."

Miss Elsie Craig, secretary to J. A. Sismith, Secretary-Treasurer, in the Sydney Head Office, was married on September 8 to Harry Cox, Editor of the Sunday Sun in Sydney. Miss Craig was one of the most popular Paramount girls in Australia.

New systems of Head Office Stock Control, daily despatch cards, standing order cards, branch stock cards and hired Ad Sales cards have been introduced into the Ad Sales Department of every branch in Australia and New Zealand.

William Blood of the Sydney branch, has been transferred from the Ad Sales Department to assistant to Booker Charles Hale, Murray Milholland has succeeded him as Sydney Ad Sales Manager.

District Manager C. E. Henderson of Melbourne spent six weeks in New Zealand on business recently. He is now in action on plans for the Greatest Year Contest for next year.

John W. Hicks, Jr., Managing Director of Paramount in Australia, New Zealand and the Far East, is also president of The American Society of Sydney. John E. Kennebeck, Paramount's Sales Promotion Manager, is Secretary of the society.

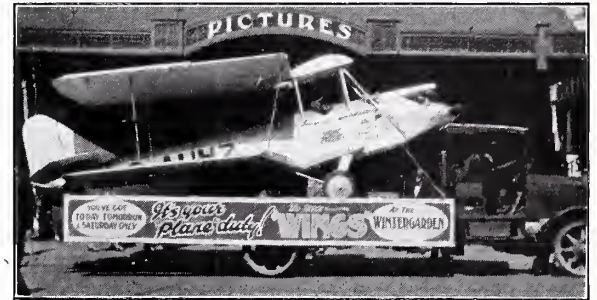
Two of the four complete "Wings" road show units and Sound Effects used in Australia and New Zealand have been shipped to the Far East for use in Singapore and Java when "Wings" is released there.

Len Peuleve, assistant to Publicity Manager Otto G. Doepel in Sydney, has serialized several Paramount pictures for the metropolitan papers. He was promoted to his present position from the Ad Sales Department.

Head Booker Smith in the Brisbane exchange has been promoted



Excellent Effective Exemplary Exploitation



IN BRISBANE

The capital of Queensland, Australia, gave vimful and vigorous acclaim to "Wings." Paramount's epic of the air had a marvelous exploitation campaign, one feature of which was this parading of an actual biplane through the main

streets. The picture drew magnificent business during its presentation at the Wintergarden and Valley theatres, and has since continued this success throughout the state. Exploiteer C. Pond was in charge of the unit as Paramount representative.



OUT SINGAPORE WAY

Singapore fell in line with the remainder of the world in acclaiming Paramount's "Chang." Here's the Pavilion Theatre in the chief city of the Straits Settlements, with a striking outdoor display for the jungle—"Chang the Mighty." It also carried two Paramount Trade Marks, each four feet high.

AUSTRALIAN AD SALES PLAYING BIG PART

The following extract from a letter written by John E. Kennebeck, sales promotion manager of the Australian organization, proves what a major part Ad Sales are playing in the Blue Ribbon Bunch's progress in this "Greatest Year!" Contest:

"Our Loyalty Drive is finishing up in great shape. We are paying close attention to Ad Sales in the final weeks in an effort to run the total up over (XX, XXX) an absolute record for the year. Our systems of interstate shipments, Head Office stock control, and the hiring of Ad Sales is having most effective results. For five straight weeks practically every branch has gone over quota.... We are now selling more Ad Sales and are minimizing our obsolete stocks."



to the sales force in Queensland Ad Sales Manager Sapsford in Brisbane has succeeded Mr. Smith.

Roger Logan, former accountant in the Brisbane Branch, has been promoted to Head Office Accountant to succeed B. O. Smith, resigned.

PARAMOUNTEERS THREE. Mr. Hicks (in centre) with John A. Groves, general manager for the British and Dutch Far East (left); and Andre Olsen, special Paramount representative in Java.

MR. HICKS IN JAVA. The names of the Paramounteers in this group, taken outside the Batavia office of Paramount are as follows: Back Row: A. E. Olsen, John A. Groves, H. N. Beer, Mikrat, Mahmoed. Middle Row: Dormani, Ikat, Moestari, Mr. Hicks, N. Y. Choong, Lim Tian, Snr.; H. K. Hoen, Moestapah, Schandi, Amdja. Front Row: Jasin, Mrs. Hicks, Mrs. L. Haccou, Mrs. J. A. Groves, J. Scholte. (The name of the man second from the end is missing.)

Actualités Paramount susceptibles

FRENCH THEATRE CIRCUIT OWNER VISITS PARAMOUNT STUDIOS

Louis Aubert of Paris, president of the Film Chamber of Commerce of France and the owner and manager of the largest chain of moving picture theatres in Europe, recently visited the Paramount studio on Long Island as his first move in an American trip for the purpose of studying talking pictures.

Aubert arrived on the Ile de France in company with Maurice Chevalier, the French star who is now singing, speaking and acting in films being made by Paramount in Hollywood.

The French theatre magnate was greeted at the Long Island studio by two compatriots: Jean de Limur, who now is directing "The Letter" in production there, and Robert Florey, who recently completed the direction of "The Pusher-in-the-Face." He also met Monta Bell, production executive, John W. Butler, executive manager, and other chiefs at the studio.

Aubert was entertained after his arrival by Adolph Zukor and Jesse L. Lasky, president and vice-president of Paramount. Following the Long Island visit he left for Hollywood for a visit of about two weeks. In California he was the honored guest at a number of events, and his visit was made as useful and comprehensive as was humanly possible.



IN HOLLYWOOD, M. Louis Aubert meets Bebe Daniels (star) and Eddie Sutherland (director) of the brunette star's newest Paramount picture, "What A Night!"



M. AUBERT MEETS Monta Bell, Paramount director. Those in this group, taken at the Paramount Long Island Studios, are: Jean de Limur, Robert Florey, M. Aubert, S. Maurice Livingston, of Paramount's Foreign Department in Home Office; and Monta Bell. On another page (3) we show you a glimpse of M. Aubert in company with M. and Mme. Maurice Chevalier visiting Douglas Fairbanks.



30 Octobre 1928 Contenu strictement confidentiel Année 28-29 - N° 2

AVEZ-VOUS DU PEP?

Maurice CHEVALIER est parti pour Hollywood.



Maurice Chevalier a quitté Paris il y a quelques jours pour rejoindre à Hollywood la merveilleuse phalange des vedettes PARAMOUNT. Les manifestations de sympathie qui se sont succédées lors de son départ, la grosse publicité qui lui a été faite (et qu'il n'avait jamais connue aussi grande avant d'être à PARAMOUNT) nous font bien augurer de l'accueil formidable que va recevoir en France son premier film.

L'Amérique se prépare à le recevoir triomphalement, et il est certain de trouver aux Studios PARAMOUNT tous les moyens matériels et tous les appas moraux nécessaires pour faire un magnifique début à l'écran.

Commencée à entretenir vos clients dans l'idée que c'est PARAMOUNT qui aura bientôt le premier film de cet idole du public français qu'est Maurice Chevalier, que ce film il faut qu'ils le passent et qu'ils le paient.

PEP est un mot essentiellement américain, il n'existe pas dans la langue anglaise et je n'arrive pas à lui trouver son équivalent français.

PEP veut dire compréhension et exécution rapide, initiative hardie, bon jugement — celui qui a du PEP est énergique et fin, il a de l'esprit de suite et de l'esprit tout court; il sait prévoir l'avenir, il est aussi enthousiaste, travailleur; son cerveau est toujours en éveil. Bref, il a toutes ces qualités qui à notre époque de vie intense, assurent le succès! Pour réussir, il faut avoir du PEP.

Un exemple entre mille du PEP américain

En Amérique les imprimeurs ne se contentent pas d'exécuter les commandes qu'on leur passe, ils viennent relancer leurs clients avec de nouvelles idées. Ainsi M. Mel Shauer me racontait que lorsqu'il dirigeait à New-York le département "Accessories" il avait toutes les peines du monde à se débarrasser de quinze à vingt représentants d'imprimeurs qui venaient quotidiennement lui proposer de nouveaux accessoires à créer.

L'imprimeur français attend les commandes chez lui, ou lorsqu'il se dérange c'est pour faire de timides offres de service, de simples propositions de prix, sans penser que, s'il arrivait avec le projet réalisé d'une idée qu'il aurait trouvée et étudiée lui-même, il provoquerait plus facilement une commande.

L'imprimeur américain, lui se documente, cherche, travaille, va dans les cinémas pour tâcher de trouver ce qui pourrait plaire au public. Ensuite il se présente, non plus en solliciteur, mais en collaborateur qui apporte une idée nouvelle et commente qu'il n'aurait jamais obtenu autrement. Il rend ainsi service à son client tout en développant ses propres affaires.

Cet imprimeur a du PEP

(suite page 3)

M. OSSO parti à New-York Il emmène KLARSFELD

M. Osso, qu'une mauvaise grippe avait empêché de partir en même temps que Maurice Chevalier, s'est embarqué mercredi pour New-York, où il passera une quinzaine de jours, et d'où il ramènera, non en sommes certains, de nombreuses nouvelles idées, qui honoreront un nouvel essai à la PARAMOUNT FRANÇAISE. M. Osso emmène avec lui dans son voyage notre ami Klarsfeld. C'est la juste récompense des résultats considérables obtenus par Klarsfeld dans son département et la PARAMOUNT FRANÇAISE est certaine d'exprimer le sentiment, non seulement des hommes de la vente, mais aussi de tous les Paramoutiers, en disant qu'elle est heureuse de cette opportunité qui lui est donnée d'aller étudier sur place les méthodes américaines et... le "Pep" américain, ce qui lui permettra d'obtenir à son retour des résultats encore plus considérables.

Klarsfeld, tous vos amis, c'est-à-dire tous les Paramoutiers, vous souhaitent un bon et fructueux voyage.

LE PEP ce que nous recherchons à nos yeux et que nous avons aussi du PEP

M. Adolphe Osso, Administrateur-Delegue of the French organization has become enamored, and with good reason, of the famous word "Pep." He believes that phonetically, intrinsically and in every other way it is an international word, descriptive of snappy, concise and effective action. He

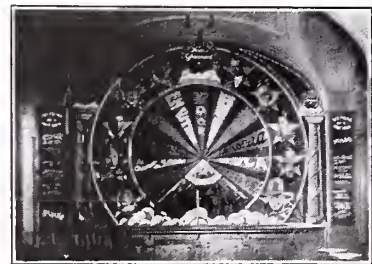
seeks to introduce it and to popularise it within his French organization and we have every reason to believe that he will be highly successful. We reproduce, therefore, his two-page editorial on the subject which, as you will notice, appeared in the October 30th issue of "La Paramount Française."

"LES AILES" CONQUERIT AUSSI L'ESPAGNE

Un des meilleurs cables reçu le mois passé fut le message que Mr. E. E. Shauer reçut de Mr. Messeri, directeur général de la Division Matador, lui communiquant le succès de la première présentation de 'Les Ailes' en Espagne. Cet événement eut lieu au théâtre Avenida à Madrid et fut reçu avec le plus grand enthousiasme, non seulement par la presse mais aussi par les aviateurs espagnols qui approuvèrent à l'unanimité la précision et la faculté d'entretien de ce film.

UNE ADDITION A LA CHAINE MONDIALE DES THEATRES PARAMOUNT

Ce fut vendredi le 19 octobre que le département étranger de la Paramount prit charge du théâtre chinois moderne à l'extrême, de Stockholm, Suède. Ce fut également ce jour qu'eut lieu la dédication du théâtre, un événement, où l'organisation Paramount fut représentée par Mr. Melville A. Shauer, directeur général des Théâtres Paramount Européens. Le théâtre sera sous la direction locale de Monsieur Carl P. York, directeur général de la Paramount scandinavienne.



SUPERB GESTURE. Across these two pages there is glorious evidence of the esteem in which the French exhibitors hold Paramount. At the top of the next page we attempt a eulogy of the manner in which the theatres of Paris are featuring the Paramount Trade Mark; and here, at the left, in our pardonable enthusiasm, we picture for you another of these theatres.

FRENCH THANKS

Bord, New-York, le 26 Octobre 1928

A Monsieur le Directeur du Paramount Famous Lasky Corporation.

Le Capitaine de Vaisseau, Commandant le "Duquesne", prie Monsieur le Directeur du Paramount Famous Lasky Corporation de bien vouloir agréer ses remerciements les plus vifs pour l'amabilité qu'il a eue en admettant à ses théâtres les Officiers et les Marins du "Duquesne."

Nous avons été très heureux de profiter de votre invitation dont nous gardons le meilleur souvenir, et nous vous adressons tous nos vœux pour la prospérité de vos théâtres.

Le Capitaine de Vaisseau, Bramaud du Boucheron Commandant le "Duquesne"

(Translation)

Oct. 26th, 1928.

On Board, in New York, To the Director of

Paramount Famous Lasky Corp.

The Staff Captain, Commandant of the "Duquesne" begs the Director of the Paramount Famous Lasky Corporation to accept his most vivid thanks for his kindness in admitting to his theatres the Officers and Sailors of the "Duquesne."

We were very happy to have the benefit of your invitation from which we will treasure the best remembrance and take this opportunity to send you our best wishes for the prosperity of your theatres.

The Staff Captain, Bramaud du Boucheron Commandant of the "Duquesne."

(Suite de la première page)

Ce que fait cet imprimeur dans sa partie, chaque Américain le fait dans la sienne, et c'est pourquoi j'estime que la principale raison du succès foudroyant de la jeune Amérique dans toutes les branches de l'activité humaine, c'est que les Américains ont du PEP.

C'est au PEP qu'est dû le succès mondial de musique de Jazz — de cette musique se dégage du PEP.

C'est au PEP qu'est dû le succès des automobiles américaines (dans cette branche nous avons, il est vrai, Citroën, mais, dans ses récents articles du Journal, # reconnaît avec franchise, qu'il est arrivé où il est, en se mettant à l'école des Américains).

Citroën a du PEP. C'est au PEP qu'est dû le succès considérable dans le monde entier de l'industrie cinématographique américaine.

J'aimerais voir plus de PEP en France et d'abord parmi mes collaborateurs, les Paramoutiers français. Notre pays et notre PARAMOUNT française en seraient beaucoup plus grands.

AVEZ-VOUS DU PEP?

Avoir du PEP - C'est comprendre vite. C'est exécuter aussi vite. C'est suivre les instructions en vitesse et à la lettre.

C'est prévoir et préparer l'avenir. C'est réfléchir sérieusement. C'est s'acharner ensuite à obtenir ce qu'on veut. C'est sourire même quand cela ne va pas. C'est aider ses collègues.

C'est ne pas se moquer de leurs efforts. C'est au lieu de critiquer stérilement, donner quelques idées constructives. C'est construire au lieu de démolir. C'est rendre service avec le sourire et avec modestie.

C'est savoir se rendre sympathique. C'est avoir une grande capacité de travail. C'est s'adapter rapidement aux nouvelles idées. C'est en trouver soi-même. C'est de ne pas se contenter de ce qu'on a fait de bien hier.

C'est essayer de faire mieux demain. Lorsqu'on a du PEP on arrive aux grosses situations.

AVEZ-VOUS DU « PEP » ? ALLEZ-VOUS AVOIR DU « PEP » ?

Adolphe Osso

d'intéresser les Légionnaires français

RENOYANT SATAN AUX EN FERS

(L'article qui suit est reproduit du "motion picture" l'organe officiel de "Motion Picture Producers and Distributors of America, Inc." Nous le reproduisons ici car il contient certaines qualités d'esprit international qui, nous le croyons pourraient être communiquées avec profit à l'autre bout du monde.)

A onze heures trente le banquet de la Convention des propriétaires de cinémas américains à Toronto (Canada) atteignait le point que tout banquet, si bon soit-il, atteint à onze heures trente. Les gens avaient entendu des discours à satiété et un excellent orchestre s'appêtait à jouer de la musique de dance.

Ce fut alors qu'on introduisit le révérend William Murdock MacLeod, un presbytérien de Pinehurst, Caroline du Nord, Etats Unis d'Amérique, un monsieur de taille mince mais élevée. Il y eut dans la salle des gémissements presque audibles. Mais il ne fallut pas trois minutes à ce gentleman à la parole traînante et clignotant des yeux, à cet homme des collines de pins de la Caroline du Nord pour faire de cette audience ce qu'aurait pu en faire Al Jolson, Eddie Cantor ou leurs rivaux.

Il dit entre autre:

"Certain de mes frères ministres prêchent que les films sont l'oeuvre du Malin. Je suis fatigué d'entendre le diable recevoir autant de crédit. Si je pense à quelque grand inventeur travaillant à un projecteur et un autre sur, du film celluloïd, l'un ignorant les efforts de l'autre et à la manière dont ces inventions se complètent l'une par l'autre, je ne pourrais être un bon chrétien sans croire que la Divine Providence est plus à faire dans cette opération que le Malin.

"Lorsque je me rends au cinéma et y trouve le repos dont chaque homme accomplissant un jour de vrai labeur a tant besoin, et lorsque je contemple le drame éternel ou bien triomphant sur le mal, lutte présentée avec un fini artistique, je reviens à mon travail un homme meilleur, et j'ose l'espérer plus grand.

"S'il faut en exclure deux comtés de la Caroline du Nord, ceci est mon premier voyage. Mais ce n'est certes pas ma première vision du monde. Je connais les montagnes neigeuses de la Suisse, le port de Buenos-Aires, le paradis de la Côte d'Azur, et les cimes escarpées des Monts Himalayn. J'ai même déjà été au Canada auparavant. Les films ont élargi ma connaissance du monde et ont fait de moi un homme plus capable de remplir sa tâche de ministre de l'Évangile.



TWO MORE. Interior and exterior of two more Parisian suburban motion picture theatres. For further expression of our opinion on this matter see what is said beneath the illustration at the top of this page. And furthermore—try and figure up the value which the exhibitor-owner of the Pantin Palace places on the Paramount Trade Mark for his theatre.



PARAMOUNT IS PARAMOUNT. Here are three lobbies of Paris suburban theatres the owners of which know beyond all shadow of doubt (and all doubt of shadows) the worth and merit of the Paramount product. And it is everlastingly to their credit that they not only know the value of the Paramount name, but also the intrinsic preciousness of the Paramount Trade Mark.

"LES FAUTES DES PÈRES" SERA UN AUTRE TRIOMPHE JANNINGS

Le film Paramount le plus récent d'Emile Jannings dénommé "les fautes des pères" dirigé par Ludwig Berger est un autre chef-d'oeuvre émotionnant au suprême degré. Cette grande vedette personifie cinq caractères différents dans une histoire de grande puissance et il est bien certain que le film aura un succès merveilleux dans toutes les parties du monde. La vedette Ruth Chatterton fait de l'excellent travail dans le principal rôle féminin.

ET MAINTENANT QUANT AUX RESULTATS....

Il est bien certain qu'au reçu de ce numéro Paramount "autour du monde" le concours de "la plus grande année" sera à sa fin en tant qu'effort physique dans la majorité des contrées. Si toutefois il y a encore quelques jours, ou même cas échéant, quelques semaines jusqu'à la fin de l'an, il faut les employer d'une façon complète car toutes les indications tendent à démontrer une lutte fort serrée et il est bien possible d'accomplir en une journée quelque chose plaçant votre division tout au moins dans une position gagnante puisque même les divisions qui ne se trouvent pas en tête de la liste ont l'occasion de gagner les grands prix que nous vous présentons une fois encore par ailleurs dans ce numéro. Les deux mois suivants seront consacrés au verdict du travail — puis viendra l'annonce des gagnants de prix.

"LES QUATRE PLUMES"

Il semble plus que jamais que quatre plumes sera un des plus grands films Paramount jamais présentés. Retenez ceci dans votre esprit—puis observez le progrès de ce film suprême qui est créé avec son et dialogue par les deux hommes qui donnèrent "Chang" au monde.

PREMIER FILM PARAMOUNT ENTIÈREMENT "PARLANT"

"Interference" (l'obstacle) le premier film parlant à cent du cent avec dialogue du commencement à la fin a eu deux excellentes premières. L'une fut donnée le six novembre à Los Angeles tandis que la seconde et plus importante eut lieu au Théâtre Criterion de New York City. Le verdict rendu fut que le film Interference est un des meilleurs dans l'histoire de l'écran. Les Principales vedettes en sont Evelyn Brent, William Powell, Clive Brook et Doris Kenyon.

LE FILM PARAMOUNT DU POLE SUD

Nous publions par ailleurs dans ce numéro de nouvelles preuves des excellentes photos et films de l'expédition du commandant Byrd au pôle sud, faite exclusivement pour la distribution Paramount à travers le monde. Ce film sera aisément un "Chang" polaire et nous vous recommandons de lui donner votre attention toute spéciale dans votre partie du monde.

ESQUISSES POUR LE CONCOURS DE PRIX

Nous sommes fort heureux de communiquer que notre demande d'esquisses d'une plaque, bannière et parchemin a reçu un accueil des plus encourageants. Comme l'on sait ceux-ci ainsi que des prix en espèces seront distribués aux heureux concourants divisionnaires de ce plus grand concours. Les auteurs des esquisses gagnantes recevront des prix de cent dollars chacun.

Les entrants de ce concours spécial ont jusqu'à la fin de l'année pour faire parvenir leurs esquisses à New York, adressant, celles-ci à Mr. Seidelman. Messieurs E. E. Shauer et Seidelman seront les juges de ce concours.

GREAT WORK BY MR. POIRIER

When he sent us the pictures of the Parisian theatres spread across these two pages, Mr. Darbon, in charge of exploitation and publicity for the French Division said: "You would bet that these are Paramount theatres, and if you did you would lose. They are simply suburban houses of Paris whose managers believe in the Paramount Trade Mark. The man entitled to the credit for this wonderful achievement is Mr. Maurice Poirier, manager of our Paris branch."

RECEPTION AMERICAINE A MAURICE CHEVALIER

Après son entrée triomphale à New York Maurice Chevalier reçut un accueil plus enthousiaste encore lors de son arrivée à Hollywood. Une réception spéciale lui fut préparée dans le train et il traversa les rues de la cité tel un héros conquérant. Commentant cet événement le "Paramount Studio News" rend de grands tributs à cette grande vedette française destinée à présent à faire part de son art au monde tout entier par l'intermédiaire des films Paramount.



EXPLOITATION. When "Les Chevaliers de la Flotte" ("We're in the Navy Now") was presented in Nancy, a very effective exploitation campaign was placed back of it. And, as our picture shows, the campaign attracted a lot of attention when the "Chevaliers" paraded in front of their film's poster. The man in the grey raincoat at the right is M. Arezi, Paramount exploiter in charge of the campaign.

DE GRANDS ESPOIRS SONT FONDÉS SUR LE PATRIOTE

Si nous contemplons les grands films Paramount sur lesquels l'on peut fonder de belles espérances dans les mois à venir, nous devons payer une attention toute particulière au "Patriote" Mr. Shauer pense que ce merveilleux film d'Emile Jannings sera aisément un concours des plus précieux au succès que la légion étrangère Paramount ait jamais reçu et il attend de chaque légionnaire ses plus sérieux efforts de façon à assurer au film un succès mesure à sa grandeur.

Wherever It's Known—It's Got to be Shown!

That is not so much a command as a matter of instinctive action. For more than fifteen years now our faith and our reliance in this Paramount Trade Mark symbol of sincerity and superiority have been growing in such a degree that we cannot genuinely conceive of the announcing of a Paramount Picture, either in an advertisement or on a poster, without it accompanying the announcement in a deservedly prominent fashion.

From every corner of the world there comes to us the evidence of this. Announcements are couched in every language which emanated from the tower of Babel: yet the symbol is always the same. And, proud as we are of it beyond all words of expression, we are not alone, for in all countries where Paramount Pictures are screened, exhibitors are coming to realize more and more the truth that the Paramount Trade Mark is one of their greatest aids in the securing and maintaining of patronage. (In this respect we point with pride to the inspiring evidence spread across pages 16 and 17.)

Our illustration to the right is of a domestic department national advertisement in The Saturday Evening Post. It is submitted here as evidence of the unflagging zeal with which the domestic department is keeping the Paramount Trade Mark before the people who were the first to see it when it emerged from the creative mind of a visionary and a genius—Adolph Zukor—fifteen years ago.

THE SATURDAY EVENING POST November 17, 1923

more than ever before..

THE world of entertainment changes constantly. Personalities bloom and pale with the shifting tide of popular approval. Values in stories vary with the times... Paramount, while keeping pace with public taste and in tune with changing times, stays fixed as the North Star in its guarantee of quality. Today, the new development in entertainment—the motion picture with sound—emphasizes Paramount's quality pledge. More than ever before, the Name and Trade Mark is your unflinching guide to the best in entertainment—silent or with sound.

Ask your Theatre Manager for the dates of these pictures:

- "WINGS"
- "REDSKIN"
- "THE CASE OF LENA SMITH"
- "SOMEONE TO LOVE"

THE IT'S A Paramount Picture for the best show in town!

- "THREE WEEK ENDS" starring Clara Kimball Young, Charles Clary and Neil Hamilton. A Famous Player Production. New to Broadway.
- "SINS OF THE FATHERS" starring Paul Powell, with Ralph Ineson and Marie North. A Famous Player Production.
- "NUMBER, PLEASE!" starring Virginia Miller. With Sam Hayslip, Frank Meyer, Pauline Lee. (Talkie.)
- "MANHATTAN COCKTAIL" starring Anne Cornwall and Richard Dix. With Ned Hamilton. Second original and double.

Paramount Pictures

PARAMOUNT PICTURES CORP., 2901 B'WAY, N.Y.C. PARAMOUNT BLDG., N.Y.C.

OUR PARAMOUNT EXECUTIVES IN JAPAN



An October photograph of the Paramount executives in Japan, taken in Kobe. Seated at the right is Tom D. Cochrane and in the circle in the back row is Robert MacIntyre, who happened to be in China at the time the photo was taken. These two stalwarts head the Paramount organization in Japan, with ramifications extending to China, Korea and the Philippines. The other Legionnaire seated in the front row is J. E. Perkins, branch manager at Tokyo. Standing in the back row, from left to right, are: S. Sasho, sales manager at Tokyo; H. Hirai, sales manager at Hakata; and Roy Tanaka, sales manager at Kobe.

"ALAS" EN CUBA

Nos place de manera extraordinaria el poder reproducir en este número algunos detalles del éxito formidable que ha alcanzado en la Habana la gran epopeya de la aviación, intitulada "Alas," impresionante película de la Paramount. La película fué excelentemente presentada y la noticia de los resultados obtenidos fué objeto de admiración en las Oficinas neoyorquinas.

"ALAS" EN ESPAÑA

Aunque el mes pasado ya publicamos la información cablegráfica referente al enorme éxito alcanzado por "Alas" en el Teatro Avenida, de Madrid, en este número nos complacemos en publicar más detalles del éxito, así como una ilustración y una fotografía del Director de Publicidad Sr. Antonio Blanco, quien tanto ha contribuido en la obtención de dicho éxito.

PARAMOUNT COMPLETING CAST FOR "THE FOUR FEATHERS"

With the signing of George Fawcett and Philippe De Lacey the cast of the Schoedsack-Cooper film, "The Four Feathers" is nearing completion. Fawcett will have the role of Colonel Faversham in this Paramount film version of A. W. Mason's stirring tale of British courage and adventure. Young De Lacey will impersonate Richard Arlen as a child.

Although less than a handful of

folks in Hollywood have seen any of the spectacular scenes brought back from Africa by the two daring makers of "Chang" and "Grass" for climactic scenes in their new picture, reports emanating from the Paramount Studios are to the effect that "The Four Feathers" will be Paramount's most ambitious offering since "Wings." The cast now includes Richard Arlen, Clive Brook, Fay Wray, William Powell, Noah Beery, Theodore von Eltz, Noble Johnson and Fawcett and young De Lacey—truly a magnificent array of talent.

"WINGS" SOARED HIGH IN ADELAIDE, SOUTH AUSTRALIA

These are sidelight shots on the splendid publicity and exploitation campaign conducted in Adelaide, South Australia, for Paramount's epic of the air, "Wings." The campaign was under the direction of Exploiteer Richard G. Winch. The picture was shown at West's Olympia and a phase of the presentation consisted of a ballet of aeroplane girls. These girls also acted as maids of honor at an aerial wedding, which was preceded by a street parade. There was also a model plane building contest which

produced almost one hundred perfect scale models of world-famed aircraft. Altogether, a campaign greatly to the credit of Mr. Winch.



DEBUNKING THE DEVIL

(NOTE: The following editorial is reprinted from 'The Motion Picture,' which is the official organ of the Motion Picture Producers and Distributors of America, Inc. It is given to you here because it contains certain qualities of International Mindedness which we believe should be carried and radiated to the ends of the earth.)

The banquet of the Toronto (Canada) Convention of the Motion Picture Theatre Owners of America reached the point at 11.30 that all banquets, no matter how good, seem fated to reach at 11.30. People had enough of speeches, and a good orchestra was waiting to play dance music.

Then a tall lanky man was introduced,—the Reverend William Murdock MacLeod, of Pinehurst, N. C. (U.S.A.), a Presbyterian. The groan was almost audible, but in three minutes the drawing, twinkling-eyed man from the piney hills had done for that audience, and to them, just about what Al Jolson, or Eddie Cantor or their rivals could have done.

"Some of my brother ministers," he said among other things, "preach that motion pictures are the work of the devil. I am tired of seeing the devil get credit for so much. When I think of one great inventor working on a projector and another on celluloid film, each unknowing the other's effort, and of how those two inventions complemented each other, I could not be a devout Christian without believing that Divine Providence had more to do with the operation than had Satan.

"When I go to motion pictures and find there the relaxation which every man needs who does a real day's work, when I see the eternal drama of right triumphing over wrong, wrought before me with artistic skill, I go back to my work a better and, I hope, a bigger man.

"Except for two counties in North Carolina, this is my first travel. But it is not my first view of the world. I know the mountains of Switzerland, the harbor of Buenos Aires, the paradise of the Mediterranean coast, and the rugged peaks of the Himalayas. I HAVE EVEN BEEN TO CANADA BEFORE! Motion pictures have broadened my knowledge of the world and have better fitted me for my work as a minister of the Gospel."

NEW COMEDIAN IN CHRISTIE RANKS

Neal Burns, who has been a featured comedian with Christie for fourteen years, is the proud father of a new baby boy which was born to him and his wife, known professionally in Paramount-Christie Comedies as Joan Marquis.

The Burns-Marquis romance developed in the Christie studios two years ago, shortly after Miss Marquis had joined the company from a Hollywood musical comedy show. Burns was formerly known as Hollywood's most consistent bachelor. He appeared in some two hundred comedies of married life and was frequently seen in pictures as the young married father of babies and twins, but it was a long time till he fell for matrimony personally.



THE INTERNATIONAL NECKLACE

International mindedness is permeating the Paramount organization, right enough. Here we show a sample of it in the Paramount studio, where Jean Arthur, featured player, displays her international necklace, with emblems from many nations of the world. There is a gold fortune piece from the early American Indians, a Copenhagen oval drop, a cluster of grapes from France, and Egyptian gold piece, a Kingfisher emblem from China, a Turkish tassel, and jet pieces from Spain. Possibly she cherishes the hope that her world wide friends will add to the chain.

PARAMOUNT AROUND THE WORLD WITH A NOTEBOOK

It should be a matter of interest to the world to know that two great cities have in the past two years added subways to their campaign for coping with traffic congestion. The cities are Sydney, where the first subway was opened in December, 1926, and Tokyo, where a subway was opened exactly a year later. Tokyo's subway is the first to be built in the Orient.

Melville A. Shauer, special foreign department representative in Europe, who was in Stockholm for the opening of the lavish China Theatre there under Paramount management, sends along an interesting observation regarding theatre tickets. He says that all of the newspaper offices sell tickets for the principal legitimate and motion picture attractions on a commission basis; and he also comments that this is an excellent idea because in Stockholm the newspaper offices are such popular public centers in a business way, and the populace has formed the habit of going there for choice tickets.

With some organ records by Jesse Crawford, a non-synchronous sound producer, a spotlight, and a rising but unoccupied organ console in the Paramount Theatre, Paris, R. M. "Dick" Blumenthal recently staged a stunning novelty which he programmed as "The Mysterious Organ."

Melville A. Shauer pens another decidedly interesting observation

from Stockholm. He says that the box office has no locks on it, that the utmost honesty prevails everywhere in the city, and that there has not been a robbery there in the past twenty years. This scrupulous honesty is so much a religion that it is carried into every walk and phase of the city's life.

"PARAMOUNT REVUE"

In this issue we pay a most merited tribute to "La Paramount Francaise," the spirited organization house organ of the French Division. But also we wish to pay tribute to another highly commendable monthly publication emanating from the French Division. This is "Paramount Revue," published and edited for exhibitor consumption, and a practical, lively and wholly serviceable publication it is. Its mission is to expound the gospel that an exhibitor cannot make a lot of money by simply contracting for a good picture. Once the picture is secured, it is up to him to secure the money it is capable of earning by getting back of it and exploiting and publicizing it to the limit.

Our congratulations here and now to all of the French Legionnaires responsible for the creation and fashioning of "Paramount Revue." It is a truly splendid piece of work.

"Wings" Also Wins Well in Cuba

The aggregate of "Wings" triumphs continues to mount in splendid fashion. Newest of them comes in the following cabled evidence sent to Mr. Seidelman by Arthur Pratchett, Paramount's manager at Havana, Cuba:

"'Wings' opened with complete sound effects. Despite heavy rain, house was completely sold out for opening performance and picture is a tremendous hit. Regards."

There's a photographic sidelight on the "Wings" campaign in Havana on another page.

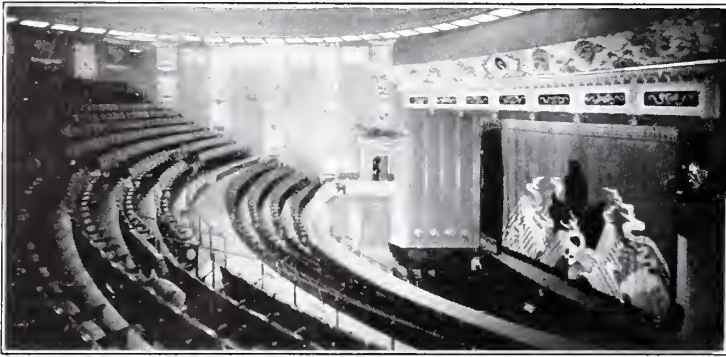
MARVELOUS SCRAP BOOK FOR "WINGS"

Every month it seems to us that we have proof brought to us that there is something new under the sun. This month it comes to us in the shape of the most colorfully attractive scrap-book on a picture that we can remember having seen. It is the book of the campaign for Paramount's epic of the air, "Wings," at the Tuchinski Theatre in Amsterdam, Holland. The book depicts all phases of the advertising campaign, shots of the theatre by day and by night and from the air, reproductions of the various ad sales items and much other evidence to prove the success of the picture. Every page presents the evidence against a many-colored background of superlative artistry. The accomplishment was the work of Charles Huguenot van der Linden, Paramount publicity manager in Amsterdam, and it is our pleasure to record the fact of the book having created widespread interest when it was received at the New York Office.

Paramount Broadcasting!
KNX PARAMOUNT PICTURES - LOS ANGELES
EVENING EXPRESS

ARMISTICE DAY PREMIERE

Paramount's own broadcasting station had its air debut on Armistice Day, November 11th! Maybe you heard the performance! Mr. Lasky spoke the dedication from New York, and his address went on the air in Hollywood. Charles Rogers was master of ceremonies and Nancy Carroll, Wallace Beery, Lupe Velez, James Hall and Rogers himself sang. Maurice Chevalier was also one of the star performers. Many other forms of entertainment were broadcast by KNX in a program which commenced at 7 p. m. and continued until midnight.



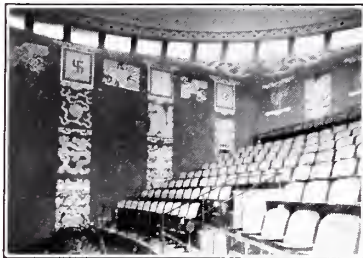
NEW CHINA THEATRE IN STOCKHOLM, SWEDEN, IS TRIBUTE TO PARAMOUNT MANAGEMENT

From a long and absorbingly interesting letter written to Mr. Shauer by Carl P. York, general manager of the Scandinavian division of Paramount we have taken the following information relating to the magnificent new China Theatre which was opened in Stockholm on October 18th under Paramount's management-direction.

"The opening was a wonderful success and the public was very enthused and interested," said Mr. York. "The first day three thousand tickets were sold in an hour and a half, and today, one week after the opening, we are still sold out for every performance..... There is no question about it that The China will for a long time to come be the pride of the industry and we are all very, very happy to know that the best theatre in all Scandinavia, and one of the best in Europe, has been dedicated to the worthy cause of Paramount."



The China faces one of Stockholm's beautiful parks.



The above scenes picture first of all the charming location of The China, and also some phases of its lavish, bizarre and decidedly attractive scheme of decoration.



In the photograph above Mr. York is shown with Mr. Victor Holm, first assistant to Mr. Kreuger, who constructed the theatre in advance of Paramount's acquisition of it; and Melville A. Shauer, special representative of the Foreign Department in Europe.

"ADELANTE DECIMA!"

Just as we go to press we have received the August-October issue of this ever inspiring house organ. As is customary we tender congratulations to those concerned in its production; and we mention here and now the fact that we shall be reproducing some of the excellent material it contains in next month's issue of this magazine.

Inaugura-se a Estação de Rádio da Paramount

No dia do aniversário do Armistício, 11 de Novembro, a estação de BROADCASTING da Paramount, "KNX," foi declarada inaugurada pelo snr. Lasky. Se bem que a estação esteja localizada em Hollywood, o snr. Lasky esteve em comunicação telephonica por intermédio de "KNX" com Nova York. Charles Rogers, Nancy Carroll, Wallace Beery e James Hall fizeram-se ouvir em canções ao microphone e um grande numero de outras "estrelas" da Paramount assistiram às ceremonias inauguraes.

"KNX" é uma das tres mais poderosas estações do universo e as suas irradiações poderão ser ouvidas em todo o mundo. Aos possuidores de bons aparelhos de radio telephonia aconselhamos tentarem, em hora apropriada, a recepção dos programmas de "KNX."

THE GREATEST MYSTERY!

Every country in the world loves a mystery story absorbingly told on the screen; and the greatest of all mystery melodramas is unquestionably "The Canary Murder Case," which has been superbly filmed by Paramount with an amazing cast.

MAGNIFICENT ENGLISH CAMPAIGN AIDING DISTRIBUTION OF LAUDER'S "HUNTINGTOWER"

Sir Harry Lauder's first film venture, "Huntingtower," made in England for Paramount release throughout the world, is being held before the populace of England, Scotland, Ireland and Wales with an attractive emphasis which bids fair to label the picture as one of the most successful ever to be screened in that part of the world. We give some point to our positiveness with the pictures reproduced on this page.

Sir Harry has made a great many personal appearances, and this is perhaps the finest form of free publicity in the world, since Lauder is not loath to admit that he has had more free publicity than any other man living on the globe today.

One of the major exploitation gestures was the tie-up arranged between Paramount and the Australian Commonwealth Government offices in London, whereby hundreds of leading grocery stores were supplied with vast quantities of cartons containing four staple Australian groceries. When "Huntingtower" was screened at theatres



SIR HARRY IN GLASGOW

When "Huntingtower," Paramount's British release was screened in Glasgow, Scotland, Sir Harry Lauder attended in person. He was met by a delegation of boys representing the Gorbals Die-Hards of the picture, and also Paramount Branch Manager John Hamson, in the grey hat behind one of the Diehards.



in the neighborhood of these grocery stores, the cartons were distributed free of charge to lucky patrons. This move cast a pleasant reflection on the picture, the company making it, the company distributing it, the theatre, the grocery store and, last but not least, on the Australian Commonwealth Government.

It should be mentioned in all justice that the fact of FREE commodities being dispensed in conjunction with the name and the efforts of the star of this picture, was an unconsciously effective capitalisation of a world-renowned belief. In

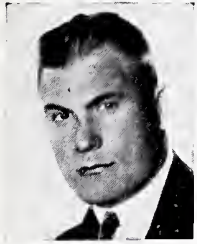
other words, the fact of Sir Harry Lauder giving away articles free of charge was a highlight of the campaign which travelled from one end of the land to the other; and which, we are happy to add, aided the picture to an immeasurable degree.



IN BIRMINGHAM. Sir Harry Lauder visits the local exchange of Paramount. In the first picture at the left he is shown in company with Messrs. Welsh and Pearson, producers of "Huntingtower," both of whom are on his left. At the right he is with John Corper, Birmingham manager. They have been inspecting the highly effective window display arranged by the Exchange staff. We are of course proud of Birmingham's Trade Mark display.

A Page of Peppy Paramount Personalities

LANGE IN NEW YORK



Fred W. Lange

Fred W. Lange, in charge of Paramount activities in Argentina, Uruguay and Paraguay, is at present paying his annual visit to Home Office. He looks well, feels

fine and is emphatic in his assertion that his Gauchos are going to finish at the top of the list when the final standings of the "Greatest Year!" Contest are tabulated. He tells many wonderfully inspiring stories of the activities of his Legionnaires in South America, and these stories carry the conviction that his belief in the ultimate triumph of Los Gauchos is remarkably well founded.

DIRECTOR OF LE PARAMOUNT



André Ullmann

Our picture introduces you to M. André Ullmann, director of the Paramount Theatre, Paris, and one of the outstanding personalities connected with the success of this grand Paramount enterprise. Mr. Ullmann's comprehensive activities, always maintained to a high point of efficiency, were recently made even more comprehensive when Le Paramount, under the guidance of Melville A. Shauer, switched over to the policy of continuous performance from 1 p. m. until 11 p. m.

UGAST ACQUIRING PUBLIX TRAINING

Eddie Ugast, who became a member of the Home Office Foreign Department several months ago by transference from the Domestic Ad Sales Department, has been temporarily installed in the Production Department of Publix Theatres Corporation in order that he might acquire a thorough insight into the ramifications of stage presentation. Following this it is expected that he will experience a session in the Publix Theatre Managers' Training School in order that he shall be fitted for plans which the future holds.

Jerome Sussman, who also was transferred from the Domestic Ad Sales Department, has assumed Ugast's duties as assistant to Mr. Seidelman.

LET'S HEAR IT!

We commend to your attention, for possible adoption, the Australian plan of contributions on Page

Jerome Novat



Jerome Novat Succeeds Frank Blakely as Manager of Poster Art Department

Frank Blakely, Manager of Paramount's Poster Art Department for the past several years, has resigned to take up work in a new line of endeavor. Mr. Blakely carries away with him the good wishes of his numerous other friends throughout the organization for success in his new undertaking.

Jerome Novat succeeds Mr. Blakely. Novat's appointment is another excellent example of the operation of Paramount's policy—"Up From The Ranks." "Jerry," as he is popularly known, began his career in Paramount in the Ad Sales Department 10 years ago under Mel Shauer. In his early career he was one of Mr. Shauer's traveling representatives and later his assistant at the Home Office.

Early in 1925 Mr. Novat was appointed Ad Sales Manager of the Brooklyn Exchange in order to enable him to gain a wider knowledge of the scope of Ad Sales, as well as to gain exchange experience and exhibitor contact. His work in this field was unusually successful and with the duties of his position as Ad Sales Manager he still found time to develop promotion ideas that were used nationally.

It soon became apparent to Mr. Shauer that Jerry was more valuable to the Ad Sales Department in a creative line of endeavor. In 1927 he was transferred back to the Home Office to take charge of the creation of all heralds, rotos, novelty items and other work of a similar nature. His accomplishments in this work speak for themselves and won for him his new opportunity in which we wish him unbounded success.

PEPPY SPANISH PUBLICIST



Antonio Blanco

It is our happy mission to introduce you to Antonio Blanco, chief of the publicity department of the Paramount organization of Spain and Portugal. Mr. Blanco, who has a great many notable publicity achievements to his credit in Barcelona and other Spanish cities, is singled out for this especial mention because of his truly splendid work in connection with the premiere of "Wings" at the Avenida Theatre, Madrid, concerning which there is an account on another page.

15, whereby the greatest number of Legionnaires can have merited mention in the minimum of space.

KREIER VISITS NEW YORK

Along with Election Day, Armistice Day and Thanksgiving Day, the Foreign Department celebrated Welcome Day during November. One of the recipients of the hearty handshake was that veteran Paramounteer, Robert Kreier, of our Berlin office. He is the man who organized, standardized, and for the past two years supervised the eight model Parufamet exchanges that are the envy and despair of every other distributing organization in Germany. We have it on excellent authority that Kreier knows more about the routine and physical operation of film exchanges than Lindbergh does about aviation. During his two weeks' stay in New York, he visited the Paramount Theatre, blinked at the bright lights on Broadway and observed the ramifications of the Paramount organization from the Home Office end. He left to assume his new duties as travelling representative in Europe, without telling why he shaved off his mustache.

RUTH JANNINGS IN PICTURE STARRING HER FATHER

Watch for the strikingly attractive blonde who appears with Barry Norton in the cabaret scene of Emil Jannings' Paramount picture, "Sins of the Fathers" and you will see Ruth Jannings daughter of the famous character star. She looks and films exceedingly well, and we shouldn't be surprised to see her in future productions.

Vasco Abreu in New York: Arthur Coelho Headed For Brazil



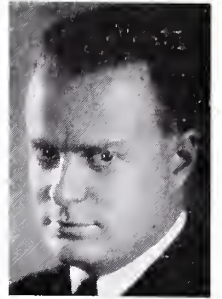
Arthur Coelho

As portion of a plan for the wider dissemination of Portuguese publicity for Paramount Pictures throughout those parts of the world where Portuguese is spoken, Vasco Abreu, director of publicity in Brazil has been brought to New York for a period of at least two months, and Arthur Coelho, editor of "Mensagem Paramount" has gone to Rio de Janeiro for a similar period. Mr. Coelho sailed for Brazil on November 17th.

Mr. Abreu is already known to Paramounteers Around the World since he is the editor of "Ca de Casa," the sprightly house organ of the Brazilian Division. He is also a radio amateur of considerable status and for a long while has been receiving Paramount publicity by radio direct from New York. He will assume in New York for the time being Mr. Coe-

AIDS IN "SCOOPS"

The world-wide "scoop" credited to Paramount News with far more frequency than is ever enjoyed by its nearest competitor is far from being the work of any one man, or any one department.



George Weltner

All must work in concert, and the let-down of an individual or a department can undo all of the good work of the others. Which, in a fashion, again brings the spotlight of publicity on George Weltner, who is foreign editor of Paramount News and the liaison between the Paramount News organization and the remainder of the world in the securing of the film and the service prior to the multi-phased shipments of the traffic department being made. In this post George does unobtrusive but none the less well-nigh infallible work, and has been tremendously instrumental in placing the foreign distribution of Paramount News on a pinnacle of achievement which consistently remains a mark for the domestic department to shoot up at.

In addition, he is foreign sales supervisor of special productions, including the Paramount-Harold Lloyd releases.



Vasco Abreu

lho's work as editor of "Mensagem Paramount."

In Brazil, Mr. Coelho will undoubtedly assume Mr. Abreu's post as editor of "Ca de Casa," in addition to the other work which takes him to South America.

We compliment both men on their personal calibre as Paramounteers which makes an innovation and an experiment of this nature both possible and practicable.

DOMESTIC DEPARTMENT MANAGERS' CONVENTION IN PARAMOUNT BUILDING

First Great Sales Meet to be Held in Towering Edifice at the Crossroads of the World

Monday, November 12th witnessed the first real Paramount Convention to be held within the walls of the Paramount Building, New York City, when the branch and district managers of the Domestic Distribution Department gathered to hear Mr. Kent clarify for them the real situation with regard to Paramount's Sound and Dialogue picture policy. About one hundred members of the sales force, together with Home Office officials, including members of the Foreign Department, gathered on the 26th floor of the Paramount Building, and heard not only inspiring messages from the General Manager of the Company, but also sublimely moving addresses by Mr. Zukor, Mr. Lasky, Mr. Katz and several others.

The Foreign Department delegation was headed by Mr. Shauer and Mr. Seidelman, and in addition to the Home Office force there were also present Mr. Graham and Major Bell from London and Messrs. Adolphe Osso and Henri Klarsfeld from Paris.

Into the Monday there was compressed a terrific amount of work, mainly dealing with the new situation in the film world now that motion pictures are no longer silent, and this phase of the Convention will come to you in the future.

Mr. Zukor's address, binding the ramifications of Paramount's world-wide organization into an even closer harmony of purpose and sentiment, was believed by all who heard it to have been the most magnificently inspiring utterance ever given by our Leader. None the less magnificently were the addresses of Messrs. Lasky, Kent and Katz. Everyone present benefitted tremendously as the result of these talks, and in none of them was the significance lost that this was the first Convention to be held in the Paramount Building, and that every one of those present had in some measure contributed to the creation and raising of that building whose fame has gone to the farthest ends of the earth. (We have reproduced a picture of the Paramount Building with arrows pointing to the floor on which the Convention was held.)

Tuesday and Wednesday were devoted to seeing a great many thousands of feet of Paramount's sound and dialogue pictures, included among which were "Interference," "The Doctor's Secret," the major portion of "The Letter," several reels each of "The Canary Murder Case," "The Dummy," a great many Paramount Short Talkers, a speech in French and English by Maurice Chevalier and a great many other subjects. Everybody was thrilled beyond all words of description at the new era which sound and dialogue have opened up. It was, all in all, an astounding session of two days.

And above all it not only presages the greatness of the coming year, and the towering importance of the forthcoming Spring Convention, but it is the embodiment of the opinion of the critic in the New York Morning World who said: "With 'Interference,' Paramount takes an easy lead in the field of talking pictures. One of the most amazing exhibits ever seen in any theatre."



Arrows indicate the 26th floor of the Paramount Building. It was on this floor that the first convention actually to be staged within the walls of the Paramount Building was held on November 12th last.

PARAMOUNT NEWS HERO SCORES 'SCOOP'

Almost daily there come to light cases of outstanding heroism on the part of the cameramen who count no danger too great if there is a Paramount News film story in it for them. And for those cases which we know there are many others which never come to the ken of the organization. However, be these things what they may, we want to chronicle this thrilling story of how a Paramount News cameraman "covered" the Mt. Etna eruption.

By the simple expedient of using a gas mask while working in the volcanic smoke, Bixie Alberini, Paramount News staff cameraman, managed to make not only the first moving pictures to reach America, of the eruption of Mt. Etna, but also one of the most striking records of a great disaster ever filmed.

At the start, Alberini managed to secure a fifteen hour lead on his competitors by flying from Rome to Palermo and then working his way back across the island of Sicily, while his rivals were making the long train trip from Rome to Messina. In the second place he had done a great deal of work around Mt. Etna in the past and knew something of the dangerous handicaps under which he would have to make his pictures. Therefore, before he left Rome he borrowed from the army a gas mask equipped with an oxygen respirator, an outfit that was to prove nearly as valuable to him on the story as his camera.

Once in the threatened area, Alberini made his way up Etna's slopes to meet the stream of molten lava. He was unable to secure porters or any assistance in carrying his equipment as the natives were all retreating and only a few soldiers remained to guard thousands of homes. Further up the mountain even the stream of fugitives grew thin.

When Alberini finally reached the lava flow, it was just about to engulf a town. Hastily pulling on his gas mask he worked his way in among the fumes and as close to the stream as he could stand the heat. Then, as a river of burning earth poured in and over the little town, Alberini made one of the most spectacular moving pictures ever filmed.

Wearing his gas mask whenever the wind swept the great clouds of sulphur vapor in his direction, Alberini was able to work his way down the mountain slopes on a line closely parallel to the flow of the lava. Where other cameramen

Fortsetzung der deutschen Nachrichten von Seite 8

DITA PARLO IN DEN VEREINIGTEN STAATEN

Die bezaubernde kleine Dita Parlo, welche mit ihrem Ufa Film "Heimkehr," der in Amerika im Paramount Verleih erscheint, einen Bombenerfolg erzielte, ist bereits in Hollywood angekommen, woselbst sie einen Film für die Paramount drehen wird. Nachdem wir ihr Aufsehen erregendes Spiel in "Heimkehr" bewundert hatten, zögerten wir nicht einen einzigen Augenblick, um ihr eine grossartige Zukunft vorauszusagen.

DER MENJOU SCHLAGER

Wir haben das Vergnügen, auf Seite drei den Umschlag des Liedes wiederzugeben, welches aus den Filmen des faszinierenden Paramount Bonvivants, Adolphe Menjou, geboren wurde. Ausserdem können wir Ihnen die erfreuliche Nachricht verkünden, dass ein Harold Lloyd Schlager in der allernächsten Zeit erscheinen wird. Dieses alles ist ausgezeichnete Reklame, und wir danken alle, welche an diesen Werken beteiligt sind, für ihre treue Mitarbeit, die wir wohl zu schätzen wissen, herzlichst.

EINIGE JUBILAEEN

Der Monat November ist, soweit Paramount Theatre der Welt in Frage kommen, ein höchst wichtiger Monat. Am 21. November war die zweijährige Wiederkehr des Jahrestages des New Yorker Paramount Theaters; am 22. November konnte das Pariser Paramount Theatre seinen ersten Geburtstag feiern; und das herrliche Paramount Theater in Brooklyn, New York, dessen Tore dem Publikum im vorigen Monat erschlossen wurden, wird sein Wiegenfest zukünftig am 24. November begehen können.

UFA FILM "HEIMKEHR" EIN GROSSER ERFOLG IN DEN VEREINIGTEN STAATEN

Der in Deutschland von Erich Pommer für die Ufa produzierte, von Joe May inszenierte, und nun für die Vereinigten Staaten von Amerika im Paramount Verleih erscheinende Film "Heimkehr" gestaltete sich bei seiner am 17. November im Paramount Theatre, New York, stattfindenden Premiere zu einem von wahrhaften Jubel begleiteten Erfolg. Er wurde anlässlich des zweiten Geburtstages dieses Theaters als Hauptattraktion gewählt. Der Platzmangel gestattet uns leider nicht alle Kritiken wiederzugeben, doch finden Sie nachfolgend zwei der authentischsten Pressestimmen über diesen Film.

THE NEW YORK TIMES: "Heimkehr" ist ein deutsches Meisterwerk. Es hat vielleicht nicht den Vorteil von so strahlenden und glänzenden dramatischen Wirkungen wie "Variete" zu sein, doch dieser Film ist vom kinematographischem Standpunkt aus gleich gut und vielleicht sogar noch lebenswahrer.

THE NEW YORK TRIBUNE: "Heimkehr," welcher während dieser Woche im Paramount Theatre läuft, ist ein durch und durch humaner, vollkommen glaubwürdig geschilderter und allgemein packender Film.

were forced to dash in among the poisonous vapors for a few seconds of picture making and then stagger away to fresh air and safety, Alberini was able to take his time and choose his shots. In this way he was able to follow the trail of the volcano all the way down to Mascalì, a city that a few days ago contained ten thousand people and which now no longer exists.

By the time he made this last picture, the most awe inspiring of all, the soles of his shoes had practically charred away. With ten minutes to spare, he managed to catch a train out of the region. Then followed a dash by air across Italy and then across Europe. At the last moment he caught the Berengaria with his precious film and five days later a Paramount tug dropped down the New York harbor and picked up the package.

THE EYES OF THE WORLD

The news reel is the newspaper of the universe.

It is written in a language—pictures—that is understood by the illiterate as well as the educated; a language understood by the Scandinavian as well as the Egyptian; the Chinaman as well as the Englishman; the Abyssinian as well as the Brazilian.

Just as its big brother, the feature film, provides entertainment for millions of people who have no other source of amusement, so the news reel graphically shows events of international importance to hundreds of millions of people whose knowledge of the world's doings is necessarily limited to bare word-pictures.

As the camera cannot lie, the news reel presents its subjects before audiences in an absolutely unbiased manner.

Unhampered by political or social censorship it remains today one of the few mediums in the world whereby the public can get its news untainted by the hand of prime minister or peasant. And, as such, it is an agency that should bring closer together the peoples of all nations, giving everyone a better understanding of the joys, the sorrows and the problems peculiar to each particular country.

—CHARLES L. GARTNER.

List of Paramount Offices Around the World (OCTOBER 1, 1928)

A U S T R A L I A

(Australia, New Zealand, Java, Straits Settlements, F. M. States, Siam)

John W. Hicks, Jr.,
Managing Director
William R. Hoggan,
General Sales Manager
William Harworth, C. E. Henderson
(District Managers)

Cables: PARAMOUNT
FAMOUS LASKY FILM SERVICE, Ltd.
Reservoir Street, G. P. O. Box 2617,
Sydney, AUSTRALIA
(H. O. for Above-mentioned territories)
Fred Gawler, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
254 Little Lonsdale St.,
Melbourne, AUSTRALIA
R. B. Kelly, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Adelaide Street,
Brisbane, AUSTRALIA
Alfred Carmichael, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
230 William Street,
Perth, AUSTRALIA
C. H. Sherman, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
37-A Rundle Street,
Adelaide, AUSTRALIA
Cleave J. Shepherd, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
St. John Street,
Launceston, Tasmania, AUSTRALIA
Leslie R. Brown, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd., Cuba and Dixon Streets
Wellington, NEW ZEALAND
Stanley H. Craig, Branch Mgr.
FAMOUS LASKY FILM SERVICE (N. Z.) Ltd., 129-131 Albert Street
Auckland, NEW ZEALAND
W. E. Kirby, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
J. A. Groves, Gen. Mgr. for
Far East
Gang Pool, Weltevreden
J. A. Groves, Dutch East Indies
J. A. Groves, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Beomstraat 16, Soerabaja
JAVA, Dutch East Indies
Austin Levy, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
62-4 and 62-5 Orchard Road
Singapore.
STRAITS SETTLEMENTS
Tom Kennard, Branch Mgr.

C U B A

(Cuba, Porto Rico, Dominican Republic, West Indies)

Cables: PARAMOUNT
PARAMOUNT FILMS OF CUBA, S. A.
Estrada Palma 172, Havana, CUBA
A. L. Pichett, Branch Mgr.
PARAMOUNT FILMS OF CUBA, S. A.
31 Baja Lacra
Santiago de Cuba, CUBA
PARAMOUNT FILMS OF PORTO RICO
Apartado 653, Tanca 10 1/2
San Juan, PORTO RICO
J. P. Donohue, Branch Mgr.

F R A N C E

(France, Belgium, Switzerland, Holland, Egypt, Algeria, Tunis, Morocco)

Adolphe Osso,
Administrateur-Delegue
Henri Klarsfeld, Sales Manager
Charles Demol, Asst. Sales Mgr.
Cables: PARAMOUNT 86
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
68 Avenue des Champs Elysees
Paris, FRANCE
(Home Office for Above Territories)
SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
67-69 Rue Pessart
Paris, FRANCE
Maurice Poirier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, Rue Neuwiller
Strasbourg, FRANCE
Beat Pfiffer, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
68, Rue du Faubourg St. Jean
Nancy, FRANCE
Henri Dessort, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
15, Rue Alexandre Duval
Rennes, FRANCE
Edmond Lagneau, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, Rue d'Amiens
Lille, FRANCE
Leon Joassin, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
26-A, Rue de la Bibliotheque
Marseille, FRANCE
Andre Haguet, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
46, Rue Peyronnet
Bordeaux, FRANCE
Robert Lenglet, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
16, Rue Stella
Lyon, FRANCE
Marcel Yot, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
17 bis Rue Clauzet
Alger, ALGERIA
Emile Belych, Branch Manager
S. A. F. DES FILMS PARAMOUNT
84, Rue de Portugal
Tunis, AFRICA
Andre Valensi, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
136, Boulevard de la Gare
Casablanca, MOROCCO
Henri Roussillon, Branch Mgr.

PARAMOUNT FAMOUS LASKY CORPORATION

Foreign Division

EMIL E. SHAUER, General Manager, } Paramount Bldg., 1501 Broadway,
J. H. SEIDELMAN, Asst. Manager } New York, N. Y.
JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London)
MELVILLE A. SHAUER, Special Foreign Rep. (Headquarters—Paris)
Le Paramount, 2 Boulevard des Capucines, Paris, France. Cables: Theapara 96, Paris.

S. A. F. DES FILMS PARAMOUNT
23, Rue Tewfik
Cairo, EGYPT
Robert Hakim, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
31, Chaussee de Haecht
Brussels, BELGIUM
Emile Gourdon, Branch Mgr.
N. V. PARAMOUNT FILMS HOLLAND
399 Keizersgracht
Amsterdam, HOLLAND
C. Peereboom, Branch Mgr.
(Cables: PARAMOUNT)
ROBERT ROSENTHAL
35, Rheingasse
Basel, SWITZERLAND
(Cables: EOSFILM)

G E R M A N Y and CENTRAL EUROPE

(Germany, Austria, Hungary, Poland, Czechoslovakia, Jugo-Slavia, Roumania, Baltics, Finland)

I. Blumenthal, Gen. Mgr.
Cables: PARAMOUNT
PARAMOUNT FILM VERTRIEB,
G. M. B. H.
Haus Am Tiergarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
UFA-PARAMOUNT-METRO VERLEIH
BETRIEBE G. M. B. H.
(Home Office for PARUFAMET)
Cables: PARUFAMET
Haus Am Tiergarten
Bellevuestrasse 11,
Berlin W. 9, GERMANY
PARUFAMET
Friedrichstrasse 22
Berlin S. W., GERMANY
G. Sallinger, Branch Mgr.
PARUFAMET
Esplanade 6
Hamburg, GERMANY
O. Wohlfahrt, Branch Manager
PARUFAMET
Graf Adolfstrasse 83-87
Dusseldorf, GERMANY
Dr. A. Koenig, Branch Manager
PARUFAMET
Rossmarkt 15
Frankfurt a/M., GERMANY
R. Goldstaub, Branch Manager
PARUFAMET
Marienplatz 11/12
Muenchen, GERMANY
G. Bebrmann, Branch Manager
PARUFAMET
Karlstrasse 1
Leipzig, GERMANY
S. Segall, Branch Manager
PARUFAMET
Tautenzienstrasse 4
Breslau, GERMANY
S. Arndt, Branch Manager
PARUFAMET
Hintere Vorstadt 8
Koenigsberg i. Pr., GERMANY
E. Tytkin, Branch Manager

GUS J. SCHAEFER
Gen. Sales Mgr. for Central Europe-Baltics (H'q'rs-Berlin)

E. J. LIPOW
Special Field Rep. for Poland and The Baltics (H'q'rs Warsaw)

Cables: PARAMOUNT
PARAMOUNT FILMS G. m. b. H.
Neubaugasse 1
Wien VII, AUSTRIA
Max Wirtschaffner, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T.
Rakoczi-ut 59
Budapest VIII, HUNGARY
L. Földes, Branch Manager
(Cables: PARAMOUNTFILM)
PARAMOUNT FILMOVA spol. s. r. o.
Palais Habich,
Stepanska ul.
Prague II, CZECHO-SLOVAKIA
R. Jellinek, Branch Manager
A. LICHTSCHINDL, Paramount Rep.
c/o Mosingerthlm,
Petarotterg 17, Zagreb, JUGO
SLAVIA (Cables: Paramount).
PARAMOUNT FILMS BICRU WYNA-
JMU sp. z. ogr. odv.
Slenna 4
Warsaw, POLAND
PARAMOUNT FILMS BIURO WYNA-
JMU sp. z. ogr. odv.
Kilinskiego 3
Lemberg, POLAND
L. Goldtuss, Branch Manager
FANAMET FILMS
Siuier Karje 18
Reval/Tallin, ESTONIA
(Shipping station)
PARAMOUNT FILMS AKTIENGE-
SELLSCHAFT
Woldemarstrasse 36
Riga, LATVIA
A. Kuzmin, Branch Mgr.
FANAMET FILMS
Laisves Al. 35
Kovno, LITHUANIA
(Shipping station)

C. A. Harry Hammar, Paramount Rep.
& A. B. Royal Film,
Henriksgatan 20,
Helsingfors, FINLAND.
Mr. N. Palugay, Paramount Rep.
& Imperator Films,
Calea Regele Ferdinand 6,
Cluj, ROUMANIA.
(Cables: Paramount)

G R E A T B R I T A I N and I R E L A N D

(England, Scotland, Wales, Irish Free State)

John Cecil Graham,
Managing Director
Cables: PARAMOUNT
O. V. Traggardh, Asst. Mgr.
Montague Goldman, Sales Mgr.
(Headquarters—London)
Harold E. Walker, Dist. Mgr. at
London, for London, Birming-
ham, Cardiff
Ben Simmons, Dist. Mgr. at
Leeds, for Leeds, Liverpool,
Manchester and Dublin
I. Collins, Dist. Mgr. at Newcastle
for Newcastle, Glasgow.
FAMOUS LASKY FILM SERVICE, Ltd.
(Home Office)
166 Wardour Street
London W. 1, ENGLAND
Oswald H. Cohen, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
48 Wellington Street,
Leeds, ENGLAND
D. Gilpin, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
124 Dale Street,
Liverpool, ENGLAND
H. D. Nisbet, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
12 John Bright Street
Birmingham, ENGLAND
John Corper, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Cromford Court,
Manchester, ENGLAND
Louis Harris, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, Bath Lane
Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
Paramount House, 11 Pearse St.
Dublin, IRELAND
J. G. Bell, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
16-18 Priory Street
Cardiff, WALES
E. Hancock, Branch Mgr.
FAMOUS LASKY FILM SERVICE, Ltd.
164 Buchanan Street
Glasgow, SCOTLAND
J. Hanson, Branch Mgr.

I N D I A

(India, Burma, Ceylon)
Charles Ballance, William Clark
(Reps. for India, Burma, Ceylon)
Cables: FAMFILM
PARAMOUNT FAMOUS LASKY CORP.
P. O. Box 2048
Calcutta, INDIA

I T A L Y

(Also Turkey, Greece, Bulgaria)
David Souhami
Managing Director
Americo Aboaf, Manager
Cables: PARAMOUNT
S. A. I. FILMS PARAMOUNT
(Home Office for Italy)
Via Magenta No. 8
Rome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
Via Roma, 345-bis
Naples, ITALY
Cav. Salvatore de Angelis
Branch Manager
S. A. I. FILMS PARAMOUNT
Piazza Strozzi, 6
Florence, ITALY
Sig. Cesare Aboaf, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Galliera, 65/2
Bologna, ITALY
Sig. Marlo Annovazzi, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Via Morgagni, 22
Milan, ITALY
Count Edoardo Micheroux de
Dillon, Branch Manager
S. A. I. FILMS PARAMOUNT
Corso Vittorio Emanuele, 6
Turin, ITALY
Sig. Arturo Ambrosio, Br. Mgr.
S. A. I. FILMS PARAMOUNT
Calle Prului, 103
Sestiere Cannareggio,
Venice, ITALY
(Sub-Branch)

S. A. I. FILMS PARAMOUNT
VI. Granello 56-58 rossi
Genoa, ITALY
Sig. Corrado De Simone,
Branch Manager
S. A. I. FILMS PARAMOUNT
Via Sant'Anastasio, 1
Trieste, ITALY
Sig. Giovanni Scalfidi Branch
Manager
S. A. I. FILMS PARAMOUNT
Via Mariano Stabile 139 D. E.
Palermo, ITALY
Sig. Giuseppe Mari, Branch Mgr.

J A P A N

(Japan, Korca, China, Philippine Islands)
Tom D. Cochrane
R. E. MacIntyre
(Reps. for the Orient)

Cables: PARAMOUNT
FAMOUS LASKY PARAMOUNT
FILMS, Ltd. (Home Office)
507 Osaka Shosen Kaisha Bldg.
Kobe, JAPAN
Roy Tanaka, Branch Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Nichi Nichi Building
Yuraku cho Kojimaichiku
Tokyo, JAPAN
J. E. Perkins, Manager
S. Sasho, Sales Manager
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
59 Temin-machi
Hakata, JAPAN
(Sales Office) H. Hirai, Sales Mgr.
FAMOUS LASKY PARAMOUNT
FILMS, Ltd.
Mitsui Yon-Chome
Sapporo, JAPAN
(Sales Office) M. Suda, Sales Mgr.
KISHIN YOKO
Seoul, KOREA

M E X I C O

(Mexico, Cent. Amer. Panama, Jamaica, B. W. I., Colombia, Venezuela, Ecuador)
Clarence C. Margon,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
No. 1 Avenida Francisco I. Madero
(Apartado Postal 108 bis)
Mexico City, MEXICO
Gordon B. Dunlap, Branch Mgr.
(H. O. for Mexico and Central America)
PARAMOUNT FILMS, S. A.
Agencia Para La America Central
Apartado 253
Guatemala City, GUATEMALA
R. A. Loomis, Branch Mgr.
PARAMOUNT FILMS, S. A.
P. O. Box 1323
Cristobal, CANAL ZONE
Harry Novak, Branch Mgr.
Code Address: PARAMOUNT COLON
PANAMA

S C A N D I N A V I A

(Sweden, Norway, Denmark)
Carl P. York, Gen. Mgr.
Cables: PARAMOUNT
FILMAKTIEBOLAGET PARAMOUNT
13 Kungsgatan
Stockholm, SWEDEN
(Home Office for Scandinavia)
FILMAKTIEBOLAGET PARAMOUNT
Amagerort 24
Copenhagen, DENMARK
P. Salomonson, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
Torvengen 9
Oslo, NORWAY
E. Eriksen, Branch Manager

S O U T H A M E R I C A

(Brazil, Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia)
John L. Day, Jr.,
General Manager
Cables: PARAMOUNT
PARAMOUNT FILMS (S. A.)
Rua Evaristo da Veiga 132
Rio de Janeiro, BRAZIL
Tibor Rombauer, Branch Mgr.
(Home Office for Brazil)

PARAMOUNT FILMS (S. A.)
Rua do Trunfoho, 21
Sao Paulo, BRAZIL
Bruno Chell, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua Conde de Boa Vista, 193
Recife, Pernambuco, BRAZIL
Benjamin Ramos, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua Conselheiros Dantos No. 27
Sao Salvador,
Bahia, BRAZIL
Alberico Benevides, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua General Andrade Neves, 100
Porto Alegre, Est. do R. G. do Sul
BRAZIL
Julia Marpas Mespel
Branch Manager
PARAMOUNT FILMS (S. A.)
Rua 15 de Novembro 107
Curitiba, Est. do Parana, BRAZIL
Carlos Litzendorf
Branch Manager
PARAMOUNT FILMS (S. A.)
Rua Visconde de Inauma, 34
Ribeirao Preto, Est. de Sao Paulo,
BRAZIL
Rodolpho Paladini, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Avenida Floriano Peixoto, 30
Botucatu, Est. de Sao Paulo,
BRAZIL
Athenar L. Cesar, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua Jorge Tiberica, 53
Cruzeiro, Est. de Sao Paulo
BRAZIL
Aurelio Correale, Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua Marechal Deodoro 209,
Juiz de Fora, Minas Geraes
BRAZIL
Renato Coelho de Almeida,
Branch Mgr.
PARAMOUNT FILMS (S. A.)
Rua S. Paulo, 557
Bello Horizonte, Minas Geraes
BRAZIL
Onopre Antunes, Branch Mgr.

Frederick W. Lange, Manager for
Argentina, Uruguay, Paraguay
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
665 Calle Cerro
Buenos Aires, ARGENTINE REP.
Sigfredo Bauer, Branch Mgr.
(Home Office for Argentine, Paraguay, Uruguay)
PARAMOUNT FILMS, S. A.
Calle Maipu 931
Rosario de Santa Fe,
ARGENTINE REPUBLIC
Raul Viglione, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Estomba 211
Bahia Blanca, ARGENTINE REP.
E. J. Croce, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Ituzaingo 235
Cordoba, ARGENTINE REPUBLIC
C. R. Flaherty, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle YI 1385
Montevideo, URUGUAY
Juan Oliver, Branch Manager
Benito del Villar, Manager for
Chile, Peru, Bolivia
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
Estado 250 (Casilla 3462)
Santiago, CHILE
(Home Office for Chile, Peru, Bolivia.)
PARAMOUNT FILMS, S. A.
Prat No. 175 (Casilla 3792)
Valparaiso, CHILE
Exequiel A. Puelma, Branch Mgr.
PARAMOUNT FILMS, S. A.
O'Higgins 566 (Casilla 53-C)
Concepcion, CHILE
Srs. Greene & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Casilla 137
Iquique, CHILE
Srs. Martinez Hinos, & Cia.,
Concessionaires
PARAMOUNT FILMS, S. A.
Apartado 582
Lima, PERU
Ernest S. Hayes, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Paz, BOLIVIA
Honorio Garcia, Rep.

M. J. Messeri,
Managing Director
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
91 Paseo de Gracia
Barcelona, SPAIN
J. Soriano, Branch Mgr.
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
Avenida P. Margall, 22
Madrid, SPAIN
Salvador Vidal Batet, Branch Mgr.
PARAMOUNT FILMS, S. A.
Alameda Mazarredo, 6
Bilbao, SPAIN
Manuel de Diego, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Sornil, 4
Valencia, SPAIN
Vicente Saiso, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle San Pablo, 41
Seville, SPAIN
Santiago Reyes, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Coruna, SPAIN
Jose Soto, Branch Mgr.
PARAMOUNT FILMS, S. A.
Rua Bramcam, 10
Lisbon, PORTUGAL
F. Ressano Garcia, Branch Mgr.

UN EXCELLENT TELEGRAMME DE MONSIEUR SHAUER

Sur la page de ce numéro que nous consacrons à Maurice Chevalier, il y a un télégramme excellent envoyé par Monsieur Shauer et que vous devriez certainement traduire pour votre périodique local. Ce télégramme fut envoyé au Paramount Studio News comme tribut d'appréciation département étranger pour la façon splendide de laquelle Maurice Chevalier fut reçu à son arrivée à Hollywood. Ce télégramme est plus qu'un remerciement pour une vedette, c'est un symbole de notre reconnaissance et de l'esprit international croissant de l'industrie du film.

LE FILM PARAMOUNT DE SIR HARRY LAUDER

"Huntingtower" (Tour ce chasseur) présentant Sir Harry Lauder, l'inimitable comédien, fameux dans le monde entier, a été exploité en Angleterre avec de tels résultats que nous sommes en mesure d'accorder pour ainsi dire une page entière de ce numéro aux résultats obtenus par cette campagne de publicité et d'exploitation. Paramount vient de relâcher ce film dans le monde entier et d'autres pays auront ainsi sans doute l'occasion d'étudier à leur profit les points saillants de cette campagne qui donna une telle importance à ce film en Angleterre.

"WE MUST MAINTAIN OUR LEAD"

(Translated from "La Paramout Francaise," the sparkling house organ of the French Division.)



Henri Klarsfeld

The following article was written by Henri Klarsfeld, general sales manager of the French Division, and published in 'La Paramout Francaise' prior to the departure of Mr. Klarsfeld on his recent trip to New York when he accompanied Mr. Osso to Paramount Headquarters and attended the November Convention. At the suggestion of Mr. Seidelman the article was translated by Mr. Klarsfeld and we give it to you herewith.

When you read these lines, I shall be in United States where Mr. Osso will considerably have taken me with the object of affording me the opportunity to contemplate for myself the magnitude of what is now the third American industry, to study the excellent methods and ideas which have placed Paramount at the head of that industry.

As you well know, this trip inspires in me a certain pride, a great interest and unbounded enthusiasm. I wish to acquire from this wonderful opportunity, the greatest profits conceivable and I hope that it may endow me with greater ardor and greater conviction, if that be possible, to improve our methods of operation and to augment our sales.

Needless to say, we have progressed appreciably in but a few years. Each one in his particular

(Continued in last col.)



BEFORE THE YEAR SWEEPS TO A CLOSE

Once more, just before the "Greatest Year!" ends in a blaze of glory, we reproduce for your information the ten imposing star prizes which are to be awarded to the Division whose performance for October, November and December eclipses in greatest measure the previous best performance by this division over the corresponding period of any year of the past. So here you see once more the gifts of Emil Jannings, Florence Vidor, Clara Bow, Bebe Daniels, Esther Ralston, George Bancroft, Evelyn Brent, Adolphe Menjou, Fay Wray and Richard Dix. Ten individual members of one of the Divisions will be awarded these gifts, and at the time these lines appear, excitement is running high as to which of the Divisions it will be. Time—and the most resolute of all efforts—will write the verdict.

NONE OF IT IS COPYRIGHTED

To general managers of divisions possessing local house organs we make an especial appeal that they help themselves liberally to whatever material in Paramount Around the World they believe would be useful when translated. It is one of the purposes of this magazine to be a kind of a clearing house of material for all of our far-flung array of house organs. We can't give you everything in every language; so we give you what we can in your own language, and the balance in English, trusting and believing that you will choose the plums among the news and have them translated for your own local purposes.

sphere has improved according to the American methods which Mr. Osso has painstakingly inculcated, from day to day.

And if we wish to reach the acme of perfection insofar as it may be humanly possible, there is but one way to do so, and that is indeed palpable — to follow to the letter the orders which are given to us. We must abandon once and for all our habit of adverse criticism, which is a natural blemish of our French temperament. It is a fact that our American Comrades are many years ahead of us; they have years and years of experience. Some few of them have been failures. Let us not pattern after this minority. However, when Mr. Osso tells us that such and such an idea has been successfully put in practice in the United States and other countries, why should we not immediately adopt it without discussion, experiments and errors through which our colleagues had naturally to pass in arriving at their supremacy, and which we can easily avoid by relying on their experiences?

We should not be ashamed of imitating. At this juncture I can think of nothing better than to call your attention to one whom you cannot accuse of lack of spirit, to a distinguished gentleman in French industry, M. A. Citroen who recently wrote a series of articles for "Le Journal," a few lines of which read as follows:

"Imagine that in the better schools the future engineers receive the best education. Imagine also that they receive in the factories which they enter the most perfect materials. Doubtless they will turn out work easily and fruitfully. But if they do not get rid of their narrow views, of their ever present pride, they never will construct a modern city, which calls for limitless cooperation.

Thus youth destined to industry must receive a special education. But the rule is nothing, the example is all important. But where may the example be found? I shall tell you, nowhere else but in the United States.

There the future engineers will see the spirit of the hive and recognize its miraculous effects. They will learn to laugh at our old prejudices by which a man stifles his ingenuity and his very liberty. They will see the highest paid laborers, the happiest and most independent men in the world. And without doubt they will profit by studying machines and methods. But above all, what will impress them most and will be most useful to them will be the spirit of cooperation which unites for common prosperity and success of a common task all of the workers of a factory from the General Manager down to the most humble operator."

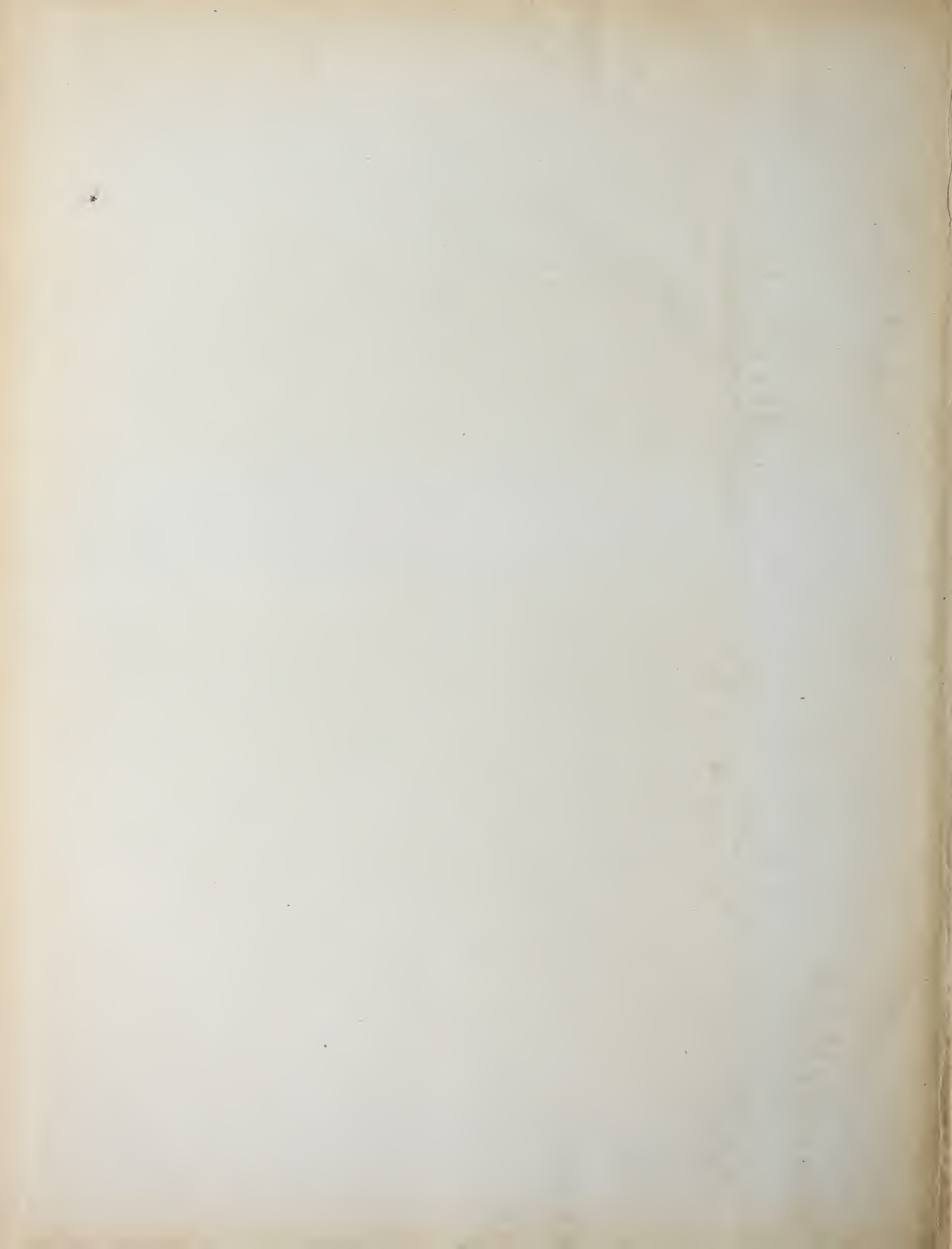
It is with that spirit that I go to America. And that's why I am certain that my trip will be profitable and that upon my return I shall be able to infuse new blood into the salesmen of whom I have the honor and pride of being chief. Because I know and I shall repeat it to our American friends that our sales force is composed of men who have continually surmounted difficulties and know how to adapt themselves to circumstances. The results which we have attained in France with the means at our disposition, cannot be overlooked, but let us not lose sight of the fact that in France our industry is as yet in an embryonic state. We are still in our infancy and hence far from perfection.

To raise our income we must plan our efforts, know thoroughly our weaknesses and concentrate particularly upon exploitation.

Hence, we need many new ideas, we must become modern, and I trust that this voyage will qualify me to aid you effectively.

I leave without misgivings, for I know, thanks to your willingness, and your ability to adapt yourselves, no mountain will be too high to scale. I am determined, as is each and every one of you, to continue our march in the vanguard toward perfection, and I am sure that nothing and nobody can stop us.

H. KLARSFELD







Scanned from the collection of
The Museum of Modern Art
Department of Film

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Columbia University Libraries